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Development of a Scale to Measure Local Resident Attitudes Toward the Social Impact of Community Festivals

BY

Thomas Arthur Delamere ©

A thesis submitted to the Faculty of Graduate Studies and Research in partial fulfillment of the requirements for the degree of Doctor of Philosophy.

Faculty of Physical Education and Recreation

EDMONTON, ALBERTA

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Sept. 25, 1998

FRONTISPIECE

Nullius boni sine socio iucunda possessio est.

There is no good that can be enjoyed without companionship.

Anon.

Meanwhile, there is jazz, which, as I've said, has no harmful side effects.

Kurt Vonnegut

UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research for acceptance, a thesis titled "Development of a Scale to Measure Local Resident Attitudes Toward the Social Impact of Community Festivals" submitted by Thomas Arthur Delamere in partial fulfillment of the requirements for the degree of Doctor of Philosophy

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ABSTRACT

The primary purpose of this research is to develop a scale that measures resident attitudes toward the social impacts of community-based festivals.

The study was comprised of three stages. First, a listing of the social benefits and costs of community festivals was generated. Second, the listing of items was tested on convenience samples of students from Malaspina University-College and the University of Alberta. These items were then purified using Cronbach's alpha and item-to-total correlation to assess the reliability of the items; and factor analysed to assess the dimensionality of the scale and further purify the measure. Finally, the scale was verified through testing on the Cloverdale community of Edmonton, Alberta, Canada, and the Edmonton Folk Music Festival. This study uses these procedures and the Expectancy-Value model of attitude formation to build upon the existing tourism impact research, applying directly to the emerging area of festival-related social impacts, and the standardized measurement and articulation of those impacts.

Each social impact in the Festival Social Impact Analysis Scale (FSIAS) is measured in terms of the expectancy of the specific impact occurring, and in terms of the importance placed on that particular impact. Expectancy is multiplied by importance to give a measure of the resident attitude toward the specific impact. Attitudes for each impact are summed together to provide a comprehensive view of resident perceptions of the overall social impacts of the festival. A two-factor solution, loading on "benefits" and "costs", was identified during both the

pretesting/purification phase, and the verification phase of scale development.

A methodological contribution this study makes to the understanding of resident attitudes toward the social impact of community festivals is its use of standardized scale development procedures. The development of the FSIAS responds to the need for standardized instrumentation for use in tourism- and festival-related research. The FSIAS is a 25 item, psychometrically-sound scale which shows two dimensions relating to the social impacts of community festivals: benefits and costs. The scale shows strong reliability and face and construct validity, and also good convergent and concurrent validity. There is a need to further validate the FSIAS by implementing it in other communities, and with different types of festivals. This will allow for greater understanding of resident attitudes toward the social impacts of community festivals, and the dynamic nature of those attitudes.

Keywords: festival, social impacts, scale development.

DEDICATION

This work is dedicated to four people: To the memory of Dr. Alex Wright, who taught me how to learn; to my father Thos. G. Delamere and my mother Pauline Delamere, who taught me how to live; and to Fern Delamere, who taught me how to love. You have each helped to shape the student, the teacher, the son, and the friend that I am.

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This research would not have been possible without the support and participation of the residents of the Cloverdale community in Edmonton, and of the Edmonton Folk Music Festival. In particular, Terry Wickham and Lorie Miseck, Co-Producers of the Edmonton Folk Music Festival, were very open and giving of their time and resources.

I must also thank the members of my thesis examination committee for their advice, guidance, and direction. Dr. Tom Hinch and Dr. Len Wankel, my Co-Advisors, deserve special mention for the time they gave me and the patience they showed me throughout my studies.

Most importantly, I must thank Fern Delamere. You inspire me always with your strength and courage, your honesty, inquisitiveness and passion for life, and your openness and acceptance of all. We walk different paths, but our paths are forever linked. Emily Bronte once noted that "whatever our souls are made of yours and mine are the same." Thank you.....my buddy, my pal, and my bestest friend.

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CHAPTER 1

INTRODUCTION

Festival (or event) tourism represents a specific type of tourism and has been defined by Getz (1991: xii) as "the systematic planning, development, and marketing of festivals (and special events) as tourist attractions, development catalysts, and image builders for destination areas." Local governments, residents, and festival organizers, perceiving festivals as an important contributor to local economic growth, often attempt to maximize economic impacts by attracting as many visitors as possible. This pursuit of economic benefits may potentially occur with little or no consideration of the social impacts which may result from such actions. Ignorance of the festival-related social impacts acts against proactive planning designed to reduce the unwanted disruption of local community life or the maximization of social benefits. Conversely, increased impact awareness serves to encourage a balance between social and economic development forces within the community, and to promote the future sustainability of tourism development in the community setting (Hinch, 1994).

The research considered in this dissertation is the development of a scale which will allow for the measurement of resident attitudes toward the social impact of community festivals. This study is being undertaken in response to a marked lack of research into the understanding of social impacts of community festivals. It is possible that if the social impacts of community festivals are viewed as

externalities (lying outside normal bounds of valuation) in favour of the more easily quantified and politically popular focus on selected economic impacts, festivals may lose their community support. The tendency to ignore or externalize social impacts may run counter to the very essence of festivals as community celebrations, and to their very attraction as authentic celebrations from the perspective of visitors to the community. This has implications for both the community and for festival organizers. Increasing the awareness of these impacts and improving the sophistication of their measurement will enable constructive decisions to be made during the planning and management of community festivals.

BASIS AND CONTEXT FOR RESEARCH

Importance of Festivals to a Community

One of the fastest growing forms of visitor activity is the festival or special event (Gunn, 1988). This growth is significant at many levels: international, national, regional, and local, and involves events of a regular or special nature (Tourism Canada, 1988). Community-based festivals and special events are no exception to this growth trend. Many municipalities are faced with policy challenges relating to their roles in the development of festivals and special events in their own communities (Getz and Frisby, 1990). Considering the tendency of festival funding organizations to focus predominantly on economic criteria, these challenges are especially important.

Tourism Canada (1989: 2) defines a major festival or event as...

> ...a major celebration or display of some theme, open to the public for a limited time only, that may recur annually or less frequently, and which is capable of attracting international travellers or have the potential to do so.

Festivals and special events are seen as playing an important role in "increasing Canada's tourism awareness abroad, animating our cities and regions, involving the community and illustrating our (Canadian) way of life. Festivals and special events generate economic and social benefits for all regions of Canada (Tourism Canada, 1989: 1)."

The terms "festival" and "special event" are often used interchangeably (Longson, 1989). Weaver and Robinson (1989: 5) describe special events as "those infrequent, short-term, planned public activities outside the daily routine of a community." Festivals tend to occur annually, while special events are generally a one-time occurrence (Longson, 1989: 4).

Getz and Frisby (1990) note that festivals can take many forms and meanings, but essentially all of them are themed public celebrations. Furthermore,

> ...a theme may be explicit in the festival's name, or may be a more fundamental and partly hidden aspect of the celebrants' culture and shared values. The theme is also an integrative force, linking all the elements of the festival into a cohesive event. As well, true festivals are public: that is, by and for the people. Without roots in the community and public "ownership", festivals risk failure (p. 1).

A significant aspect of Getz and Frisby's conceptualization of festivals is the importance of "community". Bowles (1981) considers a community to be...

> ...that combination of social units and systems which perform the major social functions having locality relevance...the community is the locus for the function of providing opportunities for social participation (p. 41-42).

As a means of providing such social opportunities, festivals are an important part of many communities (City of Edmonton, 1988; Alberta Tourism, 1990). Indeed, public celebration can contribute to group goals from a community development or community action perspective. Many of the goals or benefits sought by a community have as their basis the sharing and enhancement of a community's social and cultural values. Getz (1991) identifies this focus on social and cultural values as the very root of public celebrations and festivals.

The social benefits sought by a local community through the provision of a community-based festival are numerous. Benefits, for the purposes of this study, are viewed as non-monetary in nature, with the benefit as an improved condition for the community and its residents (Driver, Brown, & Peterson, 1991). Weaver and Robinson (1989, p. 6) state that the reasons for planning a festival include: enhancing community spirit, meeting an educational goal, providing recreational opportunities, promoting tourism by serving as a major attraction, or any combination of the aforementioned. Additionally, Weaver and Robinson (1989) note potential reasons why a festival is held in a community, as described in Table 1.1.

Table 1.1

Reasons for Holding a Festival

- To increase community spirit and pride.
- To show others why the community is unique and special.
- To improve on the community's image.
- To provide an opportunity for the community to discover and develop their cultural skills and talents.
- To provide opportunities for residents to experience new activities such as drama, music, art, and other creative media.
- To generate revenue for special projects.
- To honour a person, historic event, or an occasion.

(Weaver & Robinson, 1989, p. 7-8).

Tourism Canada (n.d.) offers a similar listing of important community benefits, which also have a strong socio-cultural focus (Table 1.2).

Table 1.2

Important Benefits for Community Festivals

- They provide an opportunity for members of the community to discover, develop, and display their skills and talents by encouraging self-expression.
- They provide a showcase for new ideas in music, art, drama, crafts, and sports.
- They increase community spirit and pride, while at the same time broadening the cultural and recreational resources of the locality.
- They stimulate travel to a community and the surrounding region, thereby helping to correct regional disparities and encouraging the community to grow and prosper by attracting dollars to it in the form of tourism and, in some cases, new industry.

(Tourism Canada, n.d., p. 5).

Getz and Frisby (1990) agree that the goals and benefits of tourism are multifaceted, and could include areas such as...

> ...fostering an appreciation of the arts, heritage, cultural, or economic base of the community; the creation of a positive community image; the provision of leisure opportunities which contribute to the quality of life of residents and the surrounding community; the encouragement of local leadership and community development; the generation of revenues for participating community groups; and the increase of tourism and economic benefits to the host community (p. 1).

The importance of community development, as a byproduct of the festival experience, should be emphasized. Tourism Canada (1988, p. 18) underscores the important endowment festivals make to civic pride and prestige by the contribution to a community's sense of purpose which is derived from community and public participation in staging a festival. The staging of a festival may, in fact, assist in the articulation and definition of the "character" of a community. Getz (1991, p. 58) concurs, noting that communities gain by "fostering leadership, self-esteem, identity, organizational expertise, and networking" through the production of a community-based festival.

Additionally, authors such as Tourism Canada, n.d., 1988; Mules, 1993; Somnez, Backman, and Allen, 1993, have identified factors such as: enhancing community spirit and pride; meeting an educational goal; promoting tourism by

serving as a major attraction; broadening the cultural and recreational resources of the locality; providing opportunities for community residents to experience or display new activities in music, art, drama, crafts, and sports; identity; community development; and more generally, improving the quality of life of local residents. These benefits together serve to contribute to the sense of ownership and permanency experienced by the community and its inhabitants (Delamere & Hinch, 1994b).

It is important to note, however, that the social impacts of festivals on local communities may also be negative in nature. Impediments to regular community life are the most apparent negative social impacts accruing from festivals. These disruptions could take the form of: amenity loss due to noise, litter and crowds; changes in community social and leisure habits (e.g. people leaving the community to escape the impact of the festival); vandalism and hooliganism; and intergroup divisiveness arising from the inequitable distribution of benefits and disbenefits (Getz, 1991; Prov. of B.C., 1993; Soutar & McLeod, 1993; McCool & Martin, 1994). Additionally, impacts regarded as negative by residents in one area might be viewed as positive by residents living in another region of the community (Butler, 1979). Quite often negative social impacts may be more difficult to identify than economic impacts, given the less quantifiable nature of the social impact. These social costs can be viewed more as a diminished condition for the community and its residents, rather than as being monetary in nature (Driver, Brown, & Peterson, 1991).

Tourism Canada (1988, p. 12) notes simply that "if the festival is a social

failure...then the reputation and image of the sponsoring government and/or peoples are damaged." This rather cursory comment on negative social impact by this agency does not aid community and festival leaders in controlling all festival-related impacts. It does, however, imply that the community has a strong incentive to assess and to try and influence the positive and negative social impacts emanating from the festival. It also implies that local satisfaction and support is critical to the festival's economic success and its success as a tourism attraction.

Getz (1991) and Butler (1979) argue that the question of who benefits and who pays the costs may often be of greater importance than determining and measuring the actual costs and benefits. This is especially true when identifying the effects of the social impacts of a festival upon a local community. Social impacts are often considered to be "externalities"; factors which lie outside traditionally accepted forms of economic valuation. These impacts, which closely parallel some of the more general tourism social impacts, are less tangible than economic impacts and may be more difficult to understand. If social impacts are treated as externalities in favour of the more easily quantified and politically popular focus on selected economic impacts, festivals may lose their base of community support (Delamere & Hinch, 1994a). Getz (1991) addresses these issues in his discussion of the problematic nature of externalities.

> Is it justifiable for festival organizers to attain their goals or profits at the expense of property damage, noise, traffic congestion (both vehicular and pedestrian), or other disruptions to uninvolved

> residents? Can ecological damage or pollution be accepted? What about changes in the social fabric of a community as a result of annual exposure to an influx of tourists? The tourism industry (and festival organizers) gain, but the community is forced or encouraged to change. (p. 313)

Longson (1989) summarizes the social impacts of a festival as...

> ...the [positive and negative] effect the festival has on the people and individuals as groups. It considers such aspects as personal well-being, interpersonal relationships, traditions, lifestyles, community services and community identity (p. 5).

The goal for a community or festival organization should be to achieve extensive benefits for the community and to minimize and control any potential negative impacts (Getz, 1991). In order for this to occur, the benefits (positive aspects) and disbenefits (negative aspects) of social impact must be accounted for by festival organizers. This action would serve to increase awareness of social impact by both organizers and local residents, and also allow community leaders to encourage the potential benefits and exert a greater control over the potential disbenefits. The question of relative power and control over the impacts is clearly a political one; the study of these relationships is important in the tourism context and, by extension, in the context of community festivals (Hall, 1994).

Tourism Social Impact and Community

Concepts central to the discussion of tourism's social impacts need to be grounded in a strong base of theory. The elusiveness of measuring these impacts has presented a challenge for researchers (Ap, 1990). The relationship between community perception of social impacts and resident support for tourism development, and for more specific tourism-related policies are just two areas which have been inadequately addressed by the existing body of research (Perdue, et al., 1990). Perceptions of policies/impacts are extremely important, as they allow for the prediction of intended impacts, as well as for the measurement of actual impacts.

Mill and Morrison (1985) note that the social impact of tourism can be both positive and negative. Var, et al. (1989) and Edgell (1990) suggest that, while social impacts are often viewed from a negative perspective, there are also substantial benefits which may accrue to local communities. Allen, et al. (1988) concur, also noting that tourism is not without positive and negative consequences for the host community.

Holloway (1986) described some of these negative social impacts as dealing mostly with crime and other deviant social behaviours. Mill and Morrison (1985) and Mill (1990) consider similar factors in describing the social impact of tourism as the effect of the interaction between host and guest. Allen, et al. (1988) cite increases in noise, congestion, crime, and prices; disruption of family structure; a unidimensional economy; and resentment by local residents as negative social

impacts resulting from tourism. Butler (1973) argued three generalised areas of negative social impact, as shown in Table 1.3.

Table 1.3

Generalised Social Impacts of Tourism

1. RESOURCES: The development of tourism in many areas has meant that resources which were once principally or solely used by local residents now have to be shared with visitors, or even preempted by visitors for their own use. Such a situation causes some resentment, particularly amongst local residents who do not benefit directly from the tourism industry.

2. ECONOMIC WELL-BEING: The arrival of visitors to an area obviously has major socio-economic effects, one of the most common being an inflation in prices. In many cases the increased demand for goods and services, mostly coming from tourists who are probably more affluent or more casual in their spending patterns than the indigenous population, results in a permanent and continuing rise in prices for goods, services, taxes, and land.

3. LIFESTYLES: Impacts upon the quality of life may be noted by increasing inconvenience caused to local residents by dramatic increases in crowding of many areas, and in particular, increases in traffic. The impact of tourism upon the morals of local peoples is another area of concern; growth in crime associated with prostitution and drugs have been cited as direct results of increased tourist traffic.

(Butler, 1973, pp. 4-7).

The New Zealand Tourist and Publicity Department has also noted similar negative social impacts related to rapid tourism growth, as described in Table 1.4.

Table 1.4

Social Impacts Affecting Quality of Life

1. DISPLACEMENT: Older or longtime residents may be displaced by rapid growth.

2. SOCIAL PROBLEMS: Growth and the disruption caused by a transient population place pressures on host communities manifesting themselves in increased divorce rates, child abuse, delinquency, crime, and changing moral standards.

3. INTERGROUP CONFLICT: Newcomers vs. oldtimers, progressive vs. conservative community groups, lifestyle and cultural differences.

4. INSTITUTIONAL CHANGE: Growth and development introduce new businesses and new business practices, new local government regulations may be required and existing businesses can be forced out, thereby promoting institutional change.

(New Zealand Tourist and Publicity Department, 1988, p. 12).

In comparison with costs (negative social impacts or disbenefits), there are also beneficial social impacts which may be amassed in favour of a community. Lundberg (1990) contrasts the benefits and costs of tourism-related development to a community in Table 1.5.

Table 1.5

Benefits and Costs of Tourism to a Community

Benefits
• more employment options.
• rise in property values.
• increased tax revenues.
• added entertainment options.
• possible beautification of an area.
• greater ease of travel for residents - more roads, airports, possibly public transportation.
• greater educational opportunities through additional schools or colleges.
• greater choice of cars, food, clothing, etc.
Costs
• additional sewage treatment, police and fire protection, schools, possibly airports.
• possible increase in crime of all sorts.
• greater pollution: air, noise, water.
• increased congestion.
• possible limits to public access.
• increased divorce and social dislocation.
• increase in cost of living: food, rent, transportation, labour.

(Lundberg, 1990, p. 243).

Butler (1973) determined that the introduction of innovations and improvements in lifestyles may result directly from tourism development. Improvements in transportation, social services, police and fire protection may be made to support an influx of tourists, but local residents also benefit. Other advantageous social impacts include improved facilities, services, and

infrastructure, improved living standards, and growth of community pride (Crandall, 1987). Clearly those residents who benefit from additional tourism development are often most supportive of it (Perdue, et al, 1990).

Although the social impacts of tourism in general have been relatively well-considered, substantially less attention has been given to the social impacts of community-based festivals. The concept of "tourism carrying capacity" suggests that there is a tolerance threshold in a community to an influx of visitors and tourism-related development (Cooke, 1982; Murphy, 1985; O'Reilly, 1986; Allen, et al., 1993). More recent research into the area of cumulative effects assessment has considered the notion of "limits of acceptable change"; the change to an environment that people are prepared to tolerate as custodians of that particular environment (Wight, 1994). Local residents are guardians of the characteristics and components of their community that make it unique and special. Under either carrying capacity or limits of acceptable change, it is important that the assessment of community opinions be clearly understood in relation to the total social setting in which it occurs (Whalen, 1977). Lyon (1987, p. 7) noted that "to study community is to study people living in and identifying with a particular place and to give special attention to the type, quality, and bases of their interaction." It is within this community-oriented context that this dissertation will be based.

Ap (1990) indicated that the elusiveness in measuring the social impacts of tourism presented a daunting challenge for researchers. The social impacts are not universal, that is to say that what is an important impact in one community may

have a diminished impact in another community. Three sectors which have been inadequately addressed by the existing body of research are: 1) the community's perception (residents and leaders) of social impacts, 2) the level of resident support for festival-related development, and 3) the need for more specific festival policy statements. Perceptions of festival policies are important, as they allow for the prediction of intended impacts, as well as for the measurement of actual impacts.

Doxey (1975) and Bjorklund and Philbrick (n.d.) have developed frameworks which are seen to be widely applicable to the general area of social impact research in tourism (Mathieson & Wall, 1982). Each of these frameworks possesses a certain dynamism, through their suggestions that social impacts evolve and change over time. Doxey's "Causation Theory of Visitor - Resident Irritants" (Table 1.6) is more linear in nature, while Bjorklund and Philbrick's model (Figure 1.1) allows local resident perceptions to vary in a number of directions, in consideration of active/passive and positive/negative resident attitudes and behaviours. Both of the models, however, possess the same major limitation in that they only categorize local resident attitudes toward the impacts of tourism in general, rather than identifying the specific social impacts that help to determine local resident attitudes. Together, these models represent initial contributions in understanding local resident reactions toward tourism development.

Table 1.6

Causation Theory of Visitor - Resident Irritants

The level of euphoria. People are enthusiastic and thrilled by tourist development. They welcome the stranger and there is a mutual feeling of satisfaction. There are opportunities for local residents and money flows in along with the tourists.

The level of apathy. As the tourism industry expands, local residents begin to take the tourist for granted. The tourist rapidly becomes a target for profit taking and contact on the personal plane begins to become more formal.

The level of irritation. This will begin when the industry is nearing the saturation point or is allowed to pass at a level at which the locals cannot handle the numbers without expansion of facilities and services.

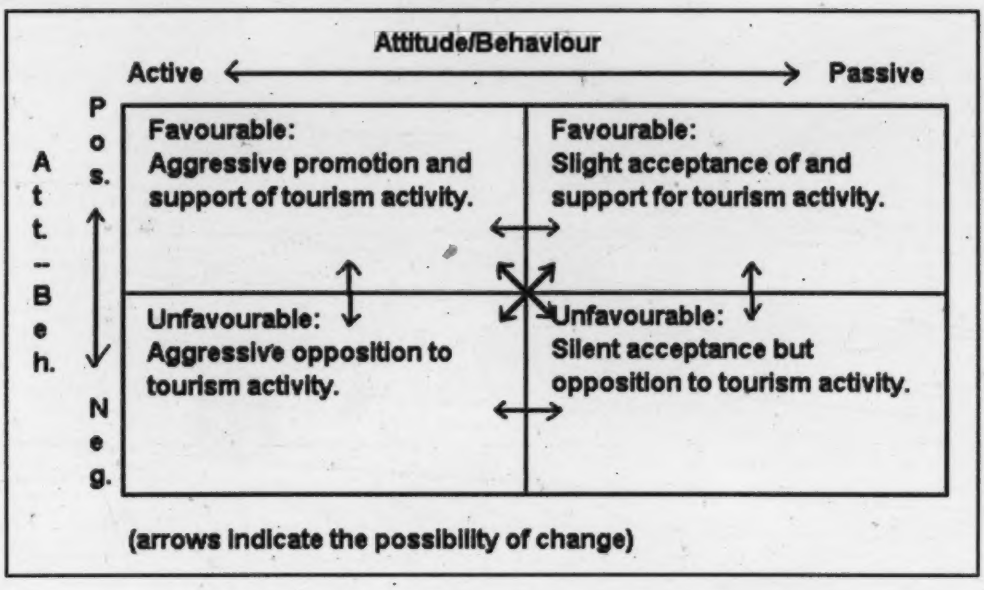
The level of antagonism. The irritations have become more overt. People now see the tourist as the harbinger of all that is bad. Mutual politeness has given way to antagonism and the tourist is "ripped off."

The final level. All this while, people have forgotten what they cherished in the first place was what drew the tourist, but in the wild scramble to develop they overlooked this and allowed the community to change. What they must now learn to live with is the fact that their ecosystem will never be the same again.

(Doxey, 1975; Mathieson & Wall, 1982).

Figure 1.1

Attitudinal/Behavioural Responses to Tourism Activity



(Bjorklund & Philbrick, n.d.)

More recently, research by Ap and Crompton (1993) has focussed on "strategies" utilized by local residents in responding to tourism impacts (Table 1.7).

Table 1.7

Continuum of Resident Strategies

EMBRACEMENT - Eager acceptance of tourists **TOLERANCE** - Residents exhibit a degree of ambivalence toward tourism **ADJUSTMENT** - Residents adjust schedules to escape crowds, avoiding the inconveniences that the presence of visitors may create **WITHDRAWAL** - Residents remove themselves temporarily from the community (Ap & Crompton, 1993).

There is clearly a need for the development of more complete conceptual frameworks to study the social impacts of festivals. As Ap (1990) observed in his overview of residents' perceptions research of the social impacts of tourism, concepts that are central to the discussion of social impacts need to be grounded in a strong theory base. Resident behaviours should be understood in relation to impacts (Ap & Crompton, 1993). More specifically, resident behaviours should be understood in relation to the expectancy the residents have of the impact occurring, and the importance or value the resident places upon that impact (Fishbein & Ajzen, 1980; Edwards, 1954).

A first step is the implementation of a process that will facilitate the identification of varying levels of community understanding of the benefits and costs resulting from the social impacts of community-based festivals, thereby indicating a measure of support for the festival. Such a process will make a significant theoretical and conceptual contribution to the study of the social impacts emanating from community-based festivals.

Community Development

The relationship between the festival and its host community bears closer scrutiny (Poplin, 1979; Lyon, 1987; Willmott, 1989; Crittenden, 1992). As individuals, residents are, in part, defined by the communities in which they reside. Somewhat paradoxically, Rousseau (1991, p. 3), in considering the notion of community, argued that a community is "...a many turned into a one without ceasing

to be many." In a sense, the individual resident and the community "make" one another. By extension, community members tend to share common purposes and goals that are characteristic of the specific community. Individuals are not able to function without direct interaction with others and with the broader community. The community entity provides meaning, a sense of belonging, and a sense of well-being to its residents (Martinez-Brawley, 1990). Etzioni (1991, p. 139) argued that an essential observation of psychology and sociology is that the individual and the community "make" one another, that is, individuals are not able to function without deep links to others, to community, and a community cannot exist without its individual personalities.

This relationship of individual and group helps to define the minimal elements necessary for the common or communal life to occur. While Selznick (1992) considered social relationships to be the basic criterion of community, Martinez-Brawley (1990) argued that solidarity, significance, and security are essential elements to community life. These elements, shown in Table 1.8, are described as "...clearly manifested in the interactions of the residents and should not be ignored by human services practitioners..." (Martinez-Brawley,1990).

Table 1.8

Essential Elements of Community Life

SOLIDARITY

- cohesiveness or "we-ness".

SIGNIFICANCE

- must permeate those manifestations of collective behaviour that help perpetuate the idea of community.
- the significance of the individual's contributions to the community.

SECURITY

- derived from the mutuality of communal relationships, from the familiarity of the environment, and more obviously, from the affection and support of friends and neighbours.

(Martinez-Brawley, 1990, p. 14).

Crittenden (1992) took an approach similar to that of Martinez-Brawley in his listing of standards essential to community.

Table 1.9

Four Criteria for Community

1. It must be sharing a total way of life and not just sharing interests or associating as a means to an end.
2. It consists of face-to-face relationships which spawn the following:
3. Concern for the well-being of all members and reciprocal obligations to do one's all in fostering well-being.
4. Centrality of the community to one's identity. The relationships, mores, roles, ethos, and traditions are not just important to me but also help to make me the person I am.

(Crittenden, 1992: 132).

Communities, then, are seen as providing meaning, a sense of belonging, and a sense of well-being among people (Martinez-Brawley, 1991).

Other theorists consider territorial, spatial, and interest dimensions in describing the characteristics of a community. Willmott (1989) recognized that community could refer to the population of a geographically-defined area (the territorial community), or to those people who share something in common in the same location (the interest community). These characteristics are not seen as mutually exclusive - local communities are inherently territorial, but may also include or contain localised interest communities.

Lyon (1987, p. 5) considers similar characteristics in defining a community as "people living within a specific area, sharing common ties, and interacting with one another. Characteristically, a community should be: 1) territorially organized, 2) more or less rooted in the soil which it occupies, and 3) having its individual units living in a relationship of mutual interdependence (Lyon, 1987). Poplin (1979) would agree, stating that a community generally consists of persons in social interaction, within a geographic area, and having one or more common ties. In this manner, Poplin suggests that the study of community entail three sets of variables: 1) territorial - the geographic area, 2) sociological - the social interactions, and 3) psychocultural - the common ties. A common location or residence area is an important condition in the formation and sustenance of community life, but communities are also formed on the basis of concerted activity or shared belief (Selznick, 1992, p. 359).

"Neighbourhood" is a concept similar to community, generally applied to the community in its most local sense. Willmott (1989) argued that places were more likely to be neighbourhoods or attachment (local) communities when the following conditions applied (Table 1.10):

Table 1.10

Conditions of an Attachment Community

- when there has been relative population stability and large proportions of people have had lengthy continuous residence in the area.
- when kin live in the area.
- when many people work in a local industry.
- when people are alike in social class or income, or share membership in a particular minority.
- when a large proportion of local people have the specific social skills, and the appropriate values, to get to know others quickly.
- when there are many locally-based organizations.
- when a place or its residents are under an external threat, particularly when this results in the creation of local campaigning organizations (although this may be a more temporary effect than the others).
- when physical layout and design encourage rather than discourage casual neighbourly meetings and a sense of separate physical identity.
- when a place is particularly isolated.

(Willmott, 1989: 15).

Occasionally, a neighbourhood will define or be defined (by) an area possessing physical or territorial characteristics. Alternately, neighbourhood may also refer to a set of intimate and permanent human activities and relationships, defined by such terms as "neighbourliness" or "primary group" (Warren, 1977: 993). While these defining characteristics of neighbourhoods mirror those of "community", it is important to recall that a neighbourhood is often seen as a microcosm of a larger community; as a community in its most local sense. Warren (1978: 313) noted that the dimensions used to understand and construct neighbourhood variations were the following: (1) the extent of individual identification with the local area, (2) the degree of social exchange between neighbours, and (3) the extent to which the area is explicitly linked to a larger area.

Willmott (1989) followed Warren, in his discussion of the typologies of individuals most likely to identify with or develop attachment to their local community/neighbourhood (Table 1.11).

Table 1.11

Types of People Likely to Develop Community Attachment

- those again who have the relevant skills and values, including a readiness to join a local organization - all of which have so far been more common among middle-class people.
- those who have young children (especially if the mother is not in full-time work outside the home and has no car), and those who are elderly (again, especially if they have no car).
- those whose family background, past experience, or temperament predispose them to be sociable.

(Willmott, 1989: 16).

In reviewing the three dimensions of neighbourhood typology and relating to characteristics of individuals residing in that local area, Warren (1978) developed six neighbourhood typologies. These typologies are strongly based upon social organization and consider the presence or absence of social bonds, factors integral to most definitions of local community or neighbourhood (Table 1.12).

Table 1.12

Typology of Neighbourhood Structures

INTEGRAL: an area where residents (1) have high levels of formal contact with one another, (2) manifest high levels of contact with local government, (3) show high levels of voting in elections, (4) have strong commitments to remaining in the neighbourhood and (5) have strong positive attitudes toward the area.

PAROCHIAL: an area where residents (1) have extensive formal and informal interaction with one another, (2) hold positive attitudes toward the neighbourhood, and (3) do not show high levels of political participation outside their local area.

DIFFUSE: an area where residents (1) have relatively limited formal and informal ties, (2) hold positive views toward the community, (3) have no extensive ties in the political structure of the larger community and (4) may be hostile or indifferent to its values.

STEPPING-STONE: an area where residents (1) have extensive formal and informal contact, (2) have no pronounced positive reference group orientation in the local area and (3) have extensive participation in the political process of the larger community.

TRANSITORY: an area where there is (1) low reference group identification with the local neighbourhood, (2) little formal or informal interaction and (3) participation in the larger community to a moderate or high degree,

ANOMIC: an area where people (1) lack formal and informal ties to the local area, (2) do not have a high level of participation in the larger community and (3) lack strong positive identification to the neighbourhood.

(Warren, 1978: 314).

While acknowledging that the wellness of the community is important to the welfare of its individual residents, the wellness of the community also depends upon the contribution of each resident to the rich cultural tapestry that is community life (Willmott, 1989). These residents play many different roles, often simultaneously. Primarily, individuals are community members by virtue of their residence in a specific area or territory, even if they choose to remain relatively passive (Poplin, 1979; Wilkinson, 1986; Willmott, 1989). Community residents are, in a sense, individuals living in a relationship of mutual interdependence; the roles that are played help to strengthen the individual resident but also help contribute to the overall strength of the community in which they reside (Warren, 1978; Lyon, 1987). It is important to understand this sense of mutual interdependence, especially in light of the relationship between a festival and its host community.

The festival represents a very tangible manifestation of a community and its culture. Resident roles in festivals may include those of festival programmer, promoter, organizer, volunteer, spectator, or performer. In the process of fulfilling these roles, local residents enrich their lives, enhance their skills and capacities, and increase their sense of "community" (Willmott, 1989). This increased attachment residents feel is often viewed as lying at the very core of the community (Davidson & Cotter, 1986). The essence of festivals is that they are public celebrations by and for the people (Getz & Frisby, 1990). Many of the goals or benefits sought by a community have their basis in the sharing and enhancement of the community's social and cultural values. It is not surprising, therefore, that

these values have been presented as a cornerstone of public festivals. In maintaining this community focus and theme, festivals not only provide a mechanism for community development, but they also help to preserve the community's cultural authenticity and therefore the festival's attractiveness to visitors (Hinch & Delamere, 1993).

In both large and small communities, festivals are often seen as crowning points on the annual calendar. Festivals build upon, as well as contribute to, a community's sense of place (Delamere & Hinch, 1994a). Notwithstanding the positive benefits, it should also be recognized that the impacts of festivals may also have negative dimensions. If these impacts are to be managed in a constructive manner, festival organizers should not lose sight of community interests in their rush to meet the demands of visitors. Local resident perceptions of these impacts, and the amount of control they have over these perceived impacts, will likely play a part in community-wide acceptance or rejection of the festival. How these impacts are understood by the population affected by them may increase support for the festival (Doern & Phidd, 1983).

Major festivals, such as the Calgary Stampede, have long been recognized as a boon to local economies. Given widespread concern about economic and financial performance, local governments and festival organizers have increasingly focussed on the economic benefits of attracting as many visitors (and high-spending visitors) as possible. In addition, many municipalities are becoming increasingly focussed on festival attendance and financial performance as bottom-line criteria

for decisions relating to financial assistance and other types of support (Edmonton Journal, 1993). While these economic impacts are important, they largely ignore the social impacts which may have an even more profound effect upon the community.

Understanding the need for a balance between economic and social goals (and, for that matter, environmental and political goals) is important. The festival organization, in order to foster good public relations with local communities and as a prerequisite to action, should more fully understand the impacts of their programmes as they affect the residents of these communities. Both community leaders and residents must ask themselves tough questions about their priorities. Are communities acting in the best interests of local residents by setting economic goals as their major priority for local festivals? Can these goals be compatible with the social and cultural goals inherent in the community celebration that a festival represents?

Factors which are characteristic of the community are important to this analysis, as is the distinction between community phenomena and non-community phenomena. Sutton and Kolaja (1960) noted that determining "communityness" was difficult, and any conception of community should include: 1) the degree to which the event or activity is locality related, 2) the degree to which the persons who are involved in or influenced by the event or activity are identified with the locality, and 3) the extent to which local people participate in the activity or event. A festival is one example of a "community action"; it is of the community, by the community,

and for the community (Poplin, 1979). The festival is physically located in the community; since residents are also participants in the festival experience, there is a strong local affiliation with the festival.

An important component of the festival as community action is the involvement exhibited by community members. Ap, et al. (1994), identified involvement as "the perceived importance or personal relevance of an object or event." These people are dedicated to a local initiative; the development of local community action and initiative is dependent upon opportunities for and inclinations toward comprehensive interaction, commitment, and responsibility (Poplin, 1979; Selznick, 1992). A second key component in any community action is the leadership shown within the community. The differing bases for leadership and areas of authority may indicate varying levels of power and influence within the community. All manner of groups and individuals within communities are likely to be concerned with the exercise of power and control within their locality, and perceptions of how control is utilized by residents and leaders (Sills, 1975; Hall, 1994).

Understanding Resident Attitudes

There are a number of community-related variables that affect resident attitudes to tourism development and, by extension, may affect resident perceptions of the social impacts of community festivals. Lankford and Howard (1994, pp. 124-125) have considered the following variables:

- length of residence (the longer a resident resides in the community, the more negative the reaction to tourism development) (also Allen, et al, 1988).

- economic dependency on tourism.

- resident involvement in tourism decision making (also Havitz, 1994; Ap, et al, 1994) (the more involved, the greater the support).

- distance of tourism centre from the residents' home (the greater the distance from the tourism centre, the more apathetic residents are).

- level of knowledge about tourism (increased knowledge influences attitudes).

- level of contact with tourists (increased contact influences attitudes).

- general demographic characteristics.

- perceived impacts on local outdoor recreation opportunities (if tourism has a negative impact on local opportunities, support wanes).

- rate of community growth (the rate of growth moderates attitudes toward change and development).

Additional variables which may influence resident perceptions of social impact also emerge from the relevant tourism literature. Allen, Long, Perdue, and Kieselbach (1988) considered the level of tourism development in the community, as it related to perceptions of community life. Getz (1993) discussed residents' perceptions of impacts on leisure opportunities and the demonstration effect (the change resident lifestyles and adoption of habits as a result of interaction with tourists) of visitors participating in leisure behaviour.

Further considerations include:

- the level of attachment to the local community (more attachment, more

support for tourism-related development) (McCool & Martin, 1994).

- the perceived future of the community (if the perception of the future is negative, support is positive) (Perdue, Long, & Allen, 1990).
- the quality of life of local residents (increased inconvenience for local residents with increased development) (Butler, 1975).
- the proximity of local residents to the tourism activity (positive attitudes depending on the level of development and economic activity) (Allen, Hafer, Long, & Perdue, 1993).

Ap and Crompton (1993) noted that "there is a need to relate residents' perceptions of impacts to the behavioural strategies they adopt in reaction to those impacts", suggesting that "...development of a residents' strategies scale should be undertaken." This sentiment was also voiced by Crompton (1991) in calling for the use of standardized instrumentation in tourism-related research, and more recently by Lindberg and Johnson (1997) in their analysis of the elemental factors affecting attitudes toward tourism.

Lankford and Howard's (1994) Tourism Impact Attitude Scale (TIAS) utilized detailed and sophisticated psychometric procedures. Specifically, the TIAS is a multiple-item Likert attitude scale designed to "measure resident attitudes toward tourists in different contexts and on different occasions, thus providing a basis for adeqquate comparative analysis (Lankford & Howard, 1994, p. 123). Although the item statements used in the TIAS would fit into what Likert (1967) described as expressions of desired behaviour, the psychological construct of attitude is not defined.

Attitudes are very complex, and can vary from being very broad or global to

specific and focussed on a particular place or event (McDougall & Munro, 1994). The TIAS focusses on identifying resident attitudes toward the impacts of tourism; attitudes are seen as a function of an end state that is associated with tourism development (Lindberg & Johnson, 1997). Lindberg and Johnson (1997, p. 403) note that most analyses of tourism-related development (of which the festival would be a key component) have found that attitudes are a function of various perceived tourism-related benefits and costs. Relatively few studies, however, have approached the identification of resident attitudes based upon existing social-psychological models of attitude. That is, attempting to understand the linkage between attitude and behaviour and, more specifically, understanding the underlying values and beliefs that the attitudes are based upon.

Lindberg and Johnson (1997) note that the underlying principles of Expectancy-Value models have been used implicitly in resident attitude research. Essentially, residents are seen as having positive attitudes toward things they think will have positive outcomes, and negative attitudes toward those things they think will have negative outcomes (Eagly & Chaiken, 1993). An Expectancy-Value model would hypothesize that resident attitudes will be a function of the belief (expectancy) that the festival is associated with a set of outcomes and the evaluation (importance or value) of the set of outcomes (Lindberg & Johnson, 1997). Beliefs are multiplied by evaluations, thus forming an attitude toward the attitude in question (Ajzen, 1988; also Cohen, Fishbein, & Ahtola, 1972; Edwards, 1954).

The Lankford and Howard (1994) study has made a strong contribution to the

body of tourism research in attempting to standardize the measurement of resident attitudes towards general tourism development, and the testing of independent variables on those attitudes. Additionally, the scale development and testing procedures utilized by Lankford and Howard (1994) and by Mayfield and Crompton (1994) follow well-established and sound procedures (see McDougall and Munro, 1994; Zaichkowski, 1985). Festival-related impacts, however, differ from the more general tourism-related impacts, given the roots of the festival in the community and its potential as a community development mechanism. The current study seeks to use these procedures and the Expectancy-Value model to build upon the existing tourism impact research, applying directly to the emerging area of festival-related social impacts, and the standardized measurement and articulation of those impacts.

PURPOSE OF RESEARCH

The primary purpose of this research is to develop a scale that will allow for the measurement, and interpretation of resident perceptions of the importance of social impacts of a community-based festival in Alberta.

A part of the instrument development process is testing the reliability and validity of the construct (the scale). This shall be aided, in part, by assessing the extent to which selected criterion variables exhibit a significant relationship with resident perceptions of the importance of the social impacts of community-based festivals, and also by comparing the Festival Social Impact Analysis Scale with

another attitude scale, Zaichkowsky's (1994) Revised Personal Involvement Inventory. The criterion variables, determined through a review of relevant literature roughly correspond to the areas of: length of residence and attachment to the community (Lankford & Howard, 1994; McCool & Martin, 1994), resident involvement in festival-related decision-making (Sills, 1975; Poplin, 1979; Allen, et al, 1988; Lankford & Howard, 1994; Hall, 1994; Havitz, 1994; Ap, et al, 1994), and distance of the festival location from the residents' home (Allen, et al, 1993; Lankford & Howard, 1994).

RESEARCH DESIGN AND DATA COLLECTION

The chapters that follow describe a two-stage research project that details the development of a scale to measure resident attitudes toward the social impacts of community festivals. More specifically, the first stage of the project (Chapter 2) focusses upon the generation of items to be utilized in the scale and the purification of the scale items. Initially, the researcher used the Nominal Group Technique (Delbecq, Van de Van, & Gustafson, 1975) to generate a listing of items. A comprehensive review of literature was also undertaken to generate additional scale items, and a final workshop session was held which produced the remaining scale items. Subsequent to the development of the potential scale items, the items were reviewed by a panel of tourism/festival researchers for content validity and clarity. Two pretests were performed, which served to purify and refine the scale. Use of factor analysis at this stage allowed the researcher to speculate as to the existence

of two types of social impacts (social benefits and social costs), as well as sub-factors representing community benefits, cultural/educational benefits, quality-of-life concerns, and community resource concerns. Each of these general factors and specific sub-factors represents an area of greater knowledge and understanding for community residents and their leaders, as well as for festival organizers and programmers.

The second major component of the study (Chapter 3) focusses on the testing, verification, and final refinement of the scale upon residents of the Cloverdale community in Edmonton, Alberta, and the Edmonton Folk Music Festival. Utilizing the refined listing of scale items presented in Chapter 2, a scale was developed and the subsequent survey was implemented. The results of the survey were compiled and analysed, confirming earlier findings relating to the existence of two main factors, social benefits and social costs. The sub-factors that followed (community benefits, individual benefits) and the lack of sub-factors relating to social costs, however, prompted a slight modification of the theoretical model originally presented in Chapter 2.

The final chapter discusses the important findings generated by this research project and their contribution to the body of knowledge of the assessment of resident attitudes toward the social impacts of community festivals. Additionally, the contribution of the Festival Social Impact Analysis Scale to communities and to festival organizations is summarized in further detail.

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CHAPTER 2

Development of a Scale to Measure Resident Attitudes Toward the Social Impacts of Community Festivals: Item Generation and Purification of the Measure

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INTRODUCTION

One of the fastest growing forms of visitor and community activity is the festival (Gunn, 1988). This growth is significant at many levels: international, national, regional, and local (Tourism Canada, 1988). Community-based festivals are no exception to this growth trend. As the number and size of festivals continue to swell, many locales are faced with challenges relating to their roles in the development of festivals in their own communities (Getz and Frisby, 1990). The social impacts of community festivals are often seen to be "external" to most forms of economic valuation. These impacts are less tangible than economic impacts, and are more difficult to understand and resolve (Getz, 1991). Considering the

tendency of festival funding organizations to focus predominantly on economic criteria, the challenge of articulating, measuring, and understanding social impacts should be regarded as equally important. The current study seeks to utilize psychometrically-based procedures to build upon the existing tourism impact research, by developing a scale that will apply directly to the rapidly emerging area of festival-related social impacts.

The goal of this paper is increased awareness of resident attitudes toward the social impacts of community festivals, through the generation of items that will be used in the development and subsequent implementation of an attitudinal scale. More specifically, the primary objective of this research is to develop a scale that will allow for the measurement, and interpretation of resident perceptions of social impacts of community-based festivals. In order to facilitate this research, a two-stage methodology has been proposed. The current paper focusses upon the first phase of the research process, which is the generation of a list of scale items, and the testing and purification of the item pool.

METHODOLOGY

Item Generation - Nominal Group Technique

Initially, a Nominal Group Technique (NGT) procedure was implemented to generate a listing of items relating to the social impacts of community festivals. A review of the original pool of items was then undertaken by a panel of research experts. The second stage of the research entails two student-based surveys that

will be used to pretest and purifiy the scale items. The third stage of the research consists of a community-based survey designed to further refine the scale and to verify its utility by testing the relationship between selected independent variables and the scale items. This methodology follows procedures suggested by Lankford and Howard (1993), Mayfield and Crompton (1995), MacDougall and Munro (1994), Churchill (1979), Likert (1968), and Beard and Ragheb (1983).

During a workshop held at the 1993 Alberta Recreation and Parks Association Conference, a Nominal Group Technique (NGT) procedure was used to determine community-based perceptions of the social benefits and costs resulting from festivals. This procedure has been used in other fields as a group planning and research process, but has been used sparingly in tourism and festival settings (Ritchie, 1994). Described simply, the NGT process provides two types of output: 1) a list of ideas or items relevant to the topic in question, and 2) quantified individual and aggregate measures of the items identified. For the purpose of scale item generation, the former output will be the most pertinent.

Use of the NGT, in this instance, allowed workshop participants to identify critical festival-related dimensions in a manner which was unthreatening and depersonalized (Delbecq, Van de Ven, & Gustafson, 1975). Although other methods have been utilized to generate item pools in different tourism impact studies, NGT was selected in this case (as opposed to a Focus Group approach) to ensure that all participants had an equal opportunity to input their concerns, and to simplify the facilitation process that is often a consideration in the Focus Group

exercise (Ritchie, 1994; see also Mayfield & Crompton, 1995 for use of Focus Group).

The NGT procedure employs an interacting group which has a positive effect on: 1) increasing group motivation and cohesion, 2) increasing a sense of group consensus, and 3) increasing the feeling that each alternative solution possibility has been carefully reviewed (Delbecq, et al., 1975: 33). Decision making performance of the group is enhanced through the following characteristics of the NGT procedure (Figure1).

Table 2.1

Characteristics of the NGT Procedure

1.	Low variability among groups, and member and leader behaviour, leads to consistency in decision making.
2.	A balanced concern for social-emotional group maintenance roles and performance of task-instrumental roles offers both social reinforcement and task accomplishment reward to group members.
3.	The silent independent generation of ideas, followed by further thought and listening during the round-robin procedure, results in a high quantity of ideas.
4.	Search behaviour is proactive, characterized by extended periods in generating and clarifying alternative dimensions of the problem, tendencies for high task-centred group effort, and the generation of new social and task-related knowledge.
5.	The structured process forces equality of participation among members in generating information on the problem.
6.	NGT meetings tend to conclude with a perceived sense of closure, accomplishment, and interest in future phases of problem solving.

(Delbecq, et al, 1975, pp. 33-34).

The NGT procedure allows researchers/practitioners to benefit from resident input and to develop a comprehensive base of knowledge from which to make policy related decisions (Ritchie, 1987). Delbecq, et al. (1975, p. 11) would attest to the value of the NGT noting that "citizen participation in this framework is concerned with making planning more responsive to the citizen by increasing representation in the planning process, thus making planning priorities more responsive to citizen needs." In the current research, NGT does offer some particular advantages (Table 2.2).

Table 2.2

NGT and Citizen Participation

1. Helps justify the need for more thorough research into citizen needs and perceptions.
2. Reduces some destructive interaction dynamics characteristic of nonprofessionals.
3. Reduces some of the disadvantages of mixing citizens with professionals.
4. Ensures that citizen needs are adequately presented to policy bodies.
5. Provides a basis on which citizen representatives can attempt to influence policy bodies.
6. Places professionals in a reactive position in the planning process, if citizen input is the first phase of planning.

(Delbecq, et al, 1975, pp. 120-121).

Sixty-five people took part in the NGT phase of the study, through their voluntary participation in the workshop session (Delamere, 1993). Although this is not a general sample of residents of a specific community, these people represented a broad spectrum of rural and urban communities across Alberta as residents of their communities. They also held roles as leaders, students, festival programmers/organizers, recreation directors, board members, and municipal and provincial government officials (Delamere and Hinch, 1994).

First, participants were asked to individually reflect upon the social benefits accruing from community-based festivals. Individuals from the audience then identified benefits which were recorded for the full group to see until there was general agreement that the major benefits had been identified. This process was then repeated, to allow participants to consider the social disbenefits resulting from community festivals.

Expert Review Panel - Delphi Technique

Following the generation of the item pool for the development of the festival social impact scale, the item pool was subjected to a critical analysis by a panel of tourism research experts (Ragheb & Beard, 1983). The panel was composed of 6 individuals with an academic or professional background in tourism and festival related impacts. The panel reviewed the items with respect to their content validity; the degree to which the measure was felt to cover the range of meanings within the concept (Babbie, 1992). Panel members also reviewed the clarity, readability and

content of each item (Lankford & Howard, 1994; Mayfield & Crompton, 1995). This was undertaken to ensure that each statement was clear, concise, and precisely worded (Likert, 1968; Churchill, 1979).

The process utilized for the expert panel review of the item pool was essentially a modification of the Delphi Technique. In its most common form of application, the Delphi Technique is used to generate and evaluate predicted future scenarios, based upon knowledge, opinion, or speculation (Moeller & Shafer, 1994, p. 475). In its current application, the Delphi process was used to gain expert knowledge, opinion, and consensus relating to the content validity, clarity, and readability of the item pool. Carter and Beaulieu (1992) noted that many variations of the Delphi Technique can be designed and implemented. Advantages and disadvantages of the Delphi Technique are summarized in Table 2.3.

Table 2.3

Advantages and Disadvantages of the Delphi Technique

Advantages	
1.	Allows participants to remain anonymous.
2.	Inexpensive.
3.	Free of social pressure, personality influence, and individual dominance.
4.	Allows sharing of information and reasoning among participants.
5.	Conducive to independent thinking and gradual formulation.
6.	A well-selected panel can provide a broad analytical perspective on problems and concerns.
7.	Can be used to reach consensus among groups hostile to each other.
Disadvantages	
1.	Judgements are those of a selected group of people and may not be representative.
2.	Tendency to eliminate extreme positions and force a middle-of-the-road consensus.
3.	More time-consuming than the nominal group process.
4.	Should not be viewed as a total solution.
5.	Requires skill in written communication.
6.	Requires adequate time and participant committment.
7.	

(Carter & Beaulieu, 1992, pp. 6-7).

The following steps outline how the modified Delphi Technique was implemented to review the item pool of perceptions of social impacts of community festivals.

1. Items previously identified (Delamere, 1993, Delamere & Hinch, 1996; literature review) were phrased as statements dealing with the particular item or concept in question.

2. The item statements were distributed to the members of the Expert Review Panel (June, 1996).

3. Each panel member independently reviewed the item statements to assess, comment on, and suggest changes to the item statements in relation to the

content validity, clarity, and readability of each item. These evaluations were used to retain, delete, synthesize, or modify items.

4. Expert Panel responses were then collated, summarized, and assimilated into a feedback report, and a revised pool of item statements was developed.

5. The report was returned to the panel members for a second review and analysis (October, 1996).

6. The Expert Review Panel members independently reviewed the second compilation of pool items using the same criteria as in Step 3 above, and returned their responses.

7. A final summary of survey items and feedback report was generated and distributed to all panel members (January, 1997).

(after Carter & Beaulieu, 1992, p. 6).

Pretesting and Purification of the Scale

Following the generation of a listing of potential scale items an initial pretest was implemented, in March 1997, involving 63 Recreation Administration and Tourism Studies students from Malaspina University-College in Nanaimo, British Columbia. A University of Alberta ethics review was undertaken, and cover letters accompanied this test and a subsequent test of the scale. During this phase of the study, the convenience samples of Malaspina University-College Recreation Administration and Tourism Studies students and later the University of Alberta Recreation and Leisure Studies students were given a letter of consent, to be completed along with the test questions for the survey. Respondents to the student survey were also assured of confidentiality through statements made in the preamble to the signed consent.

McDougall and Munro (1994) note that convenience samples can be used at this stage of the scale development process, as long as the construct has some degree of relevance for the respondent. The students were asked to respond to the scale items in the context of a festival with which they were familiar, and the social benefit and social cost statements were randomized to diminish the possibility of response bias (Mayfield & Crompton, 1995).

RESULTS

Item Generation - Nominal Group Technique

This initial generation of items provided the researcher with the opportunity to derive qualitative data that reflected the concerns and feelings of a diverse group of individuals with an interest in the social impacts of community festivals. A review of the relevant research in tourism/festival impacts was also undertaken to generate additional pool items (see Lankford & Howard, 1994 for use of Literature Review in generation of an item pool). A workshop-like session held at the 1996 Canadian Congress on Leisure Research generated further pool items, which further reinforced the comprehensive listing of items (Delamere & Hinch, 1996). During the ARPA Nominal Group session (Delamere, 1993), a total of 37 items were generated (18 social benefits of community festivals and 19 social costs of community festivals). A number of these items were supported by existing literature, but 27 of them could be considered as "new". Another 16 items were generated through the literature review, while 9 items were generated from the CCLR conference

presentation (Delamere & Hinch, 1996). The initial pools of social benefits and social costs are found in Tables 2.4 and 2.5.

Table 2.4

Initial Item Pool of Social Benefits of Community Festivals

Togetherness/Sharing of ideas (Delamere, 1993)
Establishing community pride (Delamere, 1993; Weaver & Robinson, 1989; Tourism Canada, n.d)
Tourism (Delamere, 1993; Tourism Canada, n.d.)
Family activities (Delamere, 1993)
Social interaction (Delamere, 1993)
Building new organizations (Delamere, 1993)
Community ownership (Delamere, 1993)
Exposure to different cultures (Delamere, 1993; Tourism Canada, n.d.; Getz & Frisby, 1990)
Recognition of community (Delamere, 1993)
Common goals (Delamere, 1993)
Intergroup cooperation (Delamere, 1993)
Community identity (Delamere, 1993; Longson, 1989)
Bragging rights/Celebration (Delamere, 1993)
Building leaders and voluntarism (Delamere, 1993; Getz & Frisby, 1990)
Venues for performers (Delamere, 1993)
Activities for local residents (Delamere, 1993)
Facilities/Cultural legacies (Delamere, 1993; Weaver & Robinson, 1989)
Community wellness (Delamere, 1993)
Quality of life (Butler, 1975; Getz & Frisby, 1990)
Added entertainment options (Lundberg, 1990; Weaver & Robinson, 1989)
Greater educational opportunities (Lundberg, 1990; Weaver & Robinson, 1989)
Show others why community is unique and special (Weaver & Robinson, 1989)
Improve community image (Weaver & Robinson, 1989; Getz & Frisby, 1990)
Opportunity for community to discover and develop cultural skills and talents (Weaver & Robinson, 1989; Tourism Canada, n.d.)
Opportunities for residents to experience new activities (Weaver & Robinson, 1989)
Showcase for new ideas (Tourism Canada, n.d.)
Personal wellbeing (Longson, 1989)
Opportunities for the sharing of family experiences (Delamere & Hinch, 1996)
Strengthening of friendship bonds (Delamere & Hinch, 1996)
Opportunities to meet festival performers/workers (Delamere & Hinch, 1996)

Table 2.5

Initial Item Pool of Social Costs of Community Festivals

Volunteer burnout (Delamere, 1993)
Intrusion to citizens (Delamere, 1993)
Create competition between communities (Delamere, 1993)
Overcrowding (Delamere, 1993)
Overtaxing the system (Delamere, 1993)
Physical disturbance/Overuse of facilities (Delamere & Hinch, 1993)
Loss of community ownership (Delamere, 1993)
Displacement of community residents (Delamere, 1993; Getz, 1991; New Zealand Tourist and Publicity Department, 1988; Butler, 1975)
Drain on community (Delamere, 1993)
Competition within the community (Delamere, 1993)
Failure syndrome (Delamere, 1993)
Overuse of sponsorship mechanisms (Delamere, 1993)
Disruption of normal routines (Delamere, 1993; Butler, 1975)
Disagreement within community (Delamere, 1993)
Cultural differences (Delamere, 1993)
Stereotyped image of the community (Delamere, 1993; Province of British Columbia, 1993)
Limited vision/Power (Delamere, 1993)
Lack/Loss of community identity (Delamere, 1993)
Negative morals (Delamere, 1993; New Zealand Tourist and Publicity Department, 1988)
Increases in traffic (Getz, 1991; Lundberg, 1990; Province of British Columbia, 1993)
Growth in crime (Lundberg, 1990; New Zealand Tourist and Publicity Department, 1988)
Intergroup conflict (New Zealand Tourist and Publicity Department, 1988)
Possible limits to public access (Lundberg, 1990)
Possible changes in community social and leisure habits (Butler, 1975; Province of British Columbia, 1993)
Inequitable distribution of benefits and disbenefits (Getz, 1991)
Ecological damage or pollution (Lundberg, 1990; Getz, 1991)
Increase in litter (Delamere & Hinch, 1996)
Increase in noise pollution (Delamere & Hinch, 1996)
Expenditure of community energy (Delamere & Hinch, 1996)
Community energy better spent on other causes (Delamere & Hinch, 1996)
Stresses of participating or volunteering affecting workplace performance (Delamere & Hinch, 1996)
Influx of visitors reduces community privacy (Delamere & Hinch, 1996)

Expert Review Panel - Delphi Technique

The final item lists are shown as follows, with Table 2.6 listing those items relating to the social benefits of community festivals, and Table 2.7 listing questionnaire items tied to the social costs of community festivals.

Table 2.6

Item Pool: Social Benefits of Community Festivals

The festival allows for the sharing of ideas among community groups. *
The festival contributes to a sense of togetherness within my community. *
It is good that the festival brings people to our community. *
The opportunities for family activities are increased during the festival.
The festival increases my pride in my community.
There are more opportunities for interacting socially during the festival.
New community groups grow out of the organization of the festival.
There is a sense of community ownership of the festival.
I am exposed to a variety of cultural experiences through the community festival.
My community gains positive recognition as a result of the festival.
Community groups work together to achieve common goals through the festival.
The festival helps to increase cooperation among groups in my community.
Community identity is enhanced through the festival.
The festival is a celebration of my community. *
The festival provides me with an opportunity to boast about my community to people from other communities. *
Assisting in organizing the festival helps to build leaders within my community. *
The opportunity to volunteer in my community is increased as a result of the festival. *
The festival provides a place for local people to perform.
There are more recreational facilities in my community as a result of the annual festival. *
The festival leaves an ongoing positive cultural impact in my community. *
The festival contributes to a sense of community well-being.
Having the festival helps to improve the quality of life within my community.
Recreational activities for local residents are increased due to the annual festival. *
The festival adds entertainment options for community residents.
Local residents who participate in the festival have the opportunity to learn new things.
The festival helps me to show others why my community is unique and special.
The festival enhances the image of my community.
The festival provides my community with an opportunity to discover and develop cultural skills and talents.
The festival provides opportunities for community residents to experience new activities.
The festival acts as a showcase for new ideas.
The festival contributes to my personal well-being.
The festival provides more opportunities for shared family experiences.
Friendships are strengthened through my participation in the festival.
I enjoy meeting festival performers/workers.
The festival provides opportunities for community residents to engage in traditional or familiar activities.*
I feel a personal sense of pride and recognition through participating in the festival. *

* = items that were introduced or were modified significantly by the expert review panel.

Table 2.7

Item Pool: Social Costs of Community Festivals

The festival contributes to the burnout of community volunteers.
The festival is an intrusion into the lives of community residents.
The festival is a source of negative competition between my community and neighbouring communities.
My community is overcrowded during the festival.
The festival overtaxes available community human resources. *
The festival overtaxes available community financial resources. *
Community recreational facilities are overused during the festival.
In general, there is a decreased sense of community involvement in the festival.
The festival results in a drain on the image of the community.
When the festival does not live up to its expectations we feel a sense of failure in my community.
Too many community groups are competing for too few sponsorship dollars and grant dollars. *
The festival leads to a disruption in the normal routines of community residents.
The festival leads to increased disagreement between and among community groups.
The festival highlights negative cultural stereotypes within my community.
The festival contributes to a negatively stereotyped image of my community.
Focus on the festival leads to a reduced effort for other community needs or interests. *
Power is not equally distributed among groups in my community, as a result of the festival.
The festival does not reflect the identity of my community. *
The festival weakens the identity of my community. *
Negative morals are increased because of the presence of festival visitors from outside the community.
Car/bus/truck/RV traffic increases to unacceptable levels during the festival. *
Pedestrian traffic increases to unacceptable levels during the festival. *
Crime in my community increases during the festival.
Vandalism in my community increases during the festival.
Delinquent activity in my community increases during the festival. *
Ecological damage is increased to unacceptable levels during the festival.
Litter is increased to unacceptable levels during the festival.
Noise levels are increased to an unacceptable point during the festival.
The festival is all work and no play for the community. *
The influx of festival visitors reduces the amount of privacy we have in our community. *
Some people and/or groups in the community receive more benefits of the festival than do others. *
Some people and/or groups in the community experience more of the problems associated with the festival than do others. *
Outsiders have more say in planning the festival than the community itself does.
The same group of people runs the festival, year after year. *

* = items that were introduced or that were modified significantly by the expert review panel.

There were 8 new items suggested by the expert review panel, for a total of 70 items in the final item pool.

Pretesting and Purification of the Scale

Subsequent to the collection of the initial data set, Cronbach's coefficient alpha was utilized to assess the internal consistency of the scale items (Cronbach, 1951; Churchill, 1979; Oppenheim, 1992; Lankford & Howard, 1994). An often used rule of thumb is the achievement of an alpha of greater than .75 (Peter & Churchill, 1986). Other estimates of acceptable alphas range from .50 on shorter tests (Kehoe, 1995), to .60 (Robinson, et al, 1991; Novak, 1996; Mitchell, 1997) and .70 (Nunnally, 1979; University of Sofia, 1997) on longer tests. The .75 rule of thumb was utilized for this and subsequent pretests, since the scale was composed of a large number of items. For the sample of Malaspina University-College students the initial item responses showed a coefficient alpha of .8786, which is considered to be exemplary (Bearden, Netemeyer, & Mobley, 1993).

Closely associated with the calculation of the coefficient alpha for the scale items is the calculation of item-to-total correlations for each item. The item-to-total correlations are often utilized to delete scale items that do not correlate well with the rest of the items in the scale. As with the coefficient alpha, a number of "rules of thumb" exist, in defining what constitutes a strong enough correlation to warrant retention (or deletion) as a viable scale item. The most common guidepost is the deletion of items with a corrected item-to-total correlation of less than .50

(Zaichkowsky, 1985; Bearden, Netemeyer, & Teel, 1989; Lankford & Howard, 1994; Bearden, Netemeyer, & Mobley, 1993).

Other researchers, however, prefer a more conservative approach, opting for lower levels of item-to-total correlation in assessing the scale items. Kehoe (1995), for example, advocates the "restructuring" of items that correlate less than .15 with the total test score (see also DeVellis, 1991; Rogers, 1995; Trochim, 1997; DSS Research, 1997; University of Sofia, 1997; for discussion of the vagueness of item-to-total correlation criteria).

For the purposes of this study, it was decided that items with an item-to-total correlation of less than .30 would be reworded, and that the entire listing of scale items would be retested. Of the original 70 items, there were nine items that had an item-to-total correlation of less than .30 that were revised and reworded. This conservative course of action was taken, in part, due to the fact that the population of Malaspina University College students was seen as different than the population of Albertans from which the majority of scale items was generated, as well as different from the population of Albertans that the final version of the scale would be tested upon. In spite of the recommendation that convenience samples can be used in the pretest stage of scale development (McDougall & Munro, 1994), it was felt that it would be prudent to retain or modifiy, rather than delete potential scale items.

In April 1997, a second pretest was performed, this time on 118 Recreation and Leisure Studies students from the University of Alberta in Edmonton, Alberta.

As with the first pretest of the Malaspina University-College students, the University of Alberta students were asked to respond to the scale items in the context of a festival with which they were familiar (McDougall & Munro, 1994). Before item deletion, a coefficient alpha of .9273 was achieved.

The criteria for item retention in the scale was set at an item-to-total correlation of .30. A conservative criteria was again chosen as the sample of University of Alberta students, although responding in the context of a festival familiar to them, may have differing characteristics than the community residents who would partake in the final test of the scale. Based upon the .30 item-to-total correlation standard, 19 items were deleted from the original listing of 70 items.

An exploratory factor analysis was performed, to assist in purifying the scale and to assess the dimensionality of the remaining scale items. Factor analysis is often used in scale development procedures, to aid in reducing the number of items in the scale without sacrificing the reliability of the scale (McDougall & Munro, 1994; Novak, 1996; DSS Research, 1997; University of Sofia, 1997). A principal components analysis was performed with an oblique rotation, to aid in considering the potential dimensionality of the social impact scale items (Kim & Mueller, 1978a, 1978b; Tabachnick & Fidell, 1983; Lankford & Howard, 1994). A scree test was performed, and it was determined that a two factor solution best accounted for the variance in the revised item list (Cattell, 1966; DeVellis, 1991, Lohelin, 1992). A minimum coefficient of .30 was utilized in determining whether or not an item would be included in the final test of the scale (Tabachnick & Fidell, 1983; Lankford &

Howard, 1994). Items with factor loadings of less than .30 were deemed ineligible for interpretation and inclusion as scale items, as were items that loaded on more than one factor. Four items were deleted as a result of the factor analysis, leaving a total of 47 items that survived the scale purification procedures with a combined coefficient alpha of .933. These 47 items are shown separately as factors that can be identified as generalized social benefits of community festivals (Factor 1), and generalized social costs of community festivals (Factor 2) (Table 2.8 as follows).

Table 2.8
Factor Loadings Following Purification of Scale Items

Factor 1	
The festival provides my community with an opportunity to discover and develop cultural skills and talents.	.777
I feel a personal sense of pride and recognition through participating in the festival.	.763
The festival enhances the image of the community.	.740
Local residents who participate in the festival have the opportunity to learn new things.	.727
The festival contributes to a sense of community well-being.	.725
The festival leaves an ongoing positive cultural impact in my community.	.703
The festival contributes to my personal well-being.	.692
I enjoy meeting festival performers/workers.	.687
The festival acts as a showcase for new ideas.	.682
Community groups work together to achieve common goals through the festival.	.677
Assisting in organizing the festival helps to build leaders within my community.	.641
The festival helps me to show others why my community is unique and special.	.632
My community gains positive recognition as a result of the festival.	.616
The festival provides opportunities for community residents to experience new activities.	.606
Community identity is enhanced through the festival.	.580
The festival contributes to a sense of togetherness within my community.	.566
I am exposed to a variety of cultural experiences through the community festival.	.552
Having the festival helps to improve the quality of life within my community.	.544
The festival is a celebration of my community.	.523
Friendships are strengthened through participation in the festival.	.520
The festival allows for the sharing of ideas among community groups.	.381
Factor 2	
Pedestrian traffic increases to unacceptable levels during the festival.	.754
Noise levels are increased to an unacceptable point during the festival.	.693
Car/bus/truck/RV traffic increases to unacceptable levels during the festival.	.689
Vandalism in my community increases during the festival.	.685
Delinquent activity in my community increases during the festival.	.678
My community is overcrowded during the festival.	.665
The festival overtaxes available community financial resources.	.662
The festival is an intrusion into the lives of community residents.	.655
The influx of festival visitors reduces the amount of privacy we have in our community.	.654
Ecological damage is increased to unacceptable levels during the festival.	.641
Litter is increased to unacceptable levels during the festival.	.640
Crime in my community increases during the festival.	.636
The festival is a source of negative competition between my community and neighbouring communities.	.634
The festival leads to a disruption in the normal routines of community residents.	.595
The festival overtaxes available community human resources.	.588
The festival is all work and no play for the community.	.584
Community recreational facilities are overused during the festival.	.570
Power is not equally distributed among groups in my community, as a result of the festival.	.566
Some people and/or groups in the community receiving more of the benefits of the festival than do others.	.508
The festival leads to increased disagreement between and among community groups.	.506
The festival weakens the identity of my community.	.490
Some people and/or groups in the community experience more of the problems associated with the festival than do others.	.441
When the festival does not live up to its expectations we feel a sense of failure in my community.	.415
The festival highlights negative cultural stereotypes within my community.	.382
The same group of people runs the festival, year after year.	.350
In general, there is an decreased sense of community involvement in the festival.	.334

	Factor 1	***Factor 2***
Eigenvalues	10.904	7.387
Percent of Variance	23.2%	15.7%
Reliability of 47 Items	0.933	

To further assess the dimensionality of each factor - social benefits and social costs - secondary factor analyses were performed using the same factor procedures from the earlier analysis. For each of the original factors, two subfactors were found. In the instance of Factor 1 - Social Costs, the identified sub-factors related to the general areas of "Community Benefits" and "Cultural/Educational Benefits" (Table 2.9). For Factor 2, the two-factor solution related to the areas of "Quality of Life Concerns" and "Community Resource Concerns" (Table 2.10).

Table 2.9
Factor Loadings - Dimensions of Social Benefits

Sub-factor 1	
The festival is a celebration of my community.	.877
Community identity is enhanced through the festival.	.757
The festival enhances the image of the community.	.713
The festival helps me to show others why my community is unique and special.	.688
The festival contributes to a sense of togetherness within my community.	.630
The festival contributes to a sense of community well-being.	.586
Having the festival helps to improve the quality of life in my community.	.544
The festival contributes to my personal well-being.	.488
I feel a personal sense of pride and recognition through participating in the festival.	.471
Assisting in organizing the festival helps to build leaders within my community.	.437
My community gains positive recognition as a result of the festival.	.426
The festival allows for the sharing of ideas among community grouls.	.392
Sub-factor 2	
The festival provides opportunities for community residents to experience new activities.	.831
Local residents who participate in the festival have the opportunity to learn new things.	.763
The festival acts as a showcase for new ideas.	.739
The festival provides my community with an opportunity to discover and develop cultural skills and talents.	.737
I am exposed to a variety of cultural experiences through the community festival.	.700
I enjoy meeting festival performers/workers.	.598
Friendships are strengthened through participation in the festival.	.462
The festival leaves an ongoing positive cultural impact in my community.	.420
Community groups work together to acheive common goals through the festival.	.381

	Sub-factor 1	***Sub-factor 2***
Eigenvalues	8.525	1.601
Percent of variance	40.6%	7.6%

Table 2.10

Factor Loadings - Dimensions of Social Costs

Sub-factor 1	
Delinquent activity in my community increases during the festival	.878
Crime in my community increases during the festival.	.808
Vandalism in my community increases during the festival.	.785
Car/Bus/Truck/RV traffic increases to unacceptable levels during the festival	.734
Pedestrian traffic increases to unacceptable levels during the festival.	.706
My community is overcrowded during the festival.	.689
Ecological damage in increased to unacceptable levels during the festival.	.671
Litter is increased to unacceptable levels during the festival.	.604
The influx of festival visitors reduces the amount of privacy we have in our community.	.579
The festival leads to a disruption in the normal routines of community residents.	.572
The festival is an intrusion into the lives of community residents.	.555
Noise levels are increased to an unacceptable point during the festival.	.524
Community recreational facilities are overused during the festival.	.394
The same group of people runs the festival, year after year.	.260
Sub-factor 2	
In general, there is a decreased sense of community involvement in the festival.	.659
The festival leads to increased disagreement between and among community groups.	.646
The festival is all work and no play for the community.	.643
The festival overtaxes available community human resources.	.643
The festival highlights negative cultural stereotypes within my community.	.591
The festival is a source of negative competition between my community and neighbouring communities.	.583
Some people and/or groups in the community receive more of the benefits of the festival than do others.	.569
Power is not equally distributed among groups in my community, as a result of the festival.	.561
The festival weakens the identity of my community.	.512
The festival overtaxes available community financial resources.	.466
When the festival does not live up to its expectations we feel a sense of failure in my community.	.424
Some people and/or groups in the community experience more of the problems associated with the festival than do others.	.390

	Sub-factor 1	*Sub-factor 2*
Eigenvalues	9.012	1.942
Percent of variance	34.7%	7.5%

INTERPRETATION AND DISCUSSION

Item Generation

This portion of the paper, detailing the process of item generation and reporting the results of the process, represents an initial step toward the greater understanding of social impacts of community festivals and the perceptions of those impacts by local residents. Compiling the scale items from a variety of sources (nominal group, literature review, conference presentation, and expert panel review) provided a thorough, exhaustive approach to the generation of the comprehensive listing of scale items. Much of the literature reviewed for this study offered small glimpses at the types of positive and negative social impacts that emanate from community festivals, without offering a comprehensive listing of impacts. What was surprising was the sheer number of items that were felt to be important at each stage of the item generation process.

It is important to have "public" input at this stage of the overall scale development process. All too often attitudinal scales are developed in a vacuum, with little or no room for outside input into issues considered to be important enough for inclusion into the scale development process. This input helps to ensure the relevance of the potential scale items for later respondents, in that they have been developed by similar people with a strong interest in understanding the social impacts of festivals on community residents. Additionally, the triangulation of research methodologies (NGT and Delphi - qualitative, and later the quantitative analysis of the scale items) assists in the attempt to further define and understand

the social impacts of community festivals.

The individual scale items themselves warrant closer scrutiny. It would appear that of the initial listing of social benefit items, the majority of those items that dealt with "sharing", "togetherness", "friendship", "meeting people", "social interaction", and "family" were developed in group settings, with face-to-face interaction between the researcher and the groups of people who developed the items. Many of these items, which appear to be more purely "social" in nature, were not discovered in the related festival literature. It could be that many of these social benefits of community festivals were taken for granted; as a "given", but rarely identified separately from the more generic "benefits of festivals". Certainly, these feelings relating to social interaction would be more difficult to quantify than other types of benefits (i.e.: economic benefits) emanating from community-based festivals.

In a related fashion, the initial pool of social costs of community festivals appears to compare more closely to the amenity loss that is incurred as a result of having the festival based in one's home community or neighbourhood. These losses are not to be seen as financial in nature, indeed the term "disbenefit" may more accurately describe the social "costs" of community festivals.

A case could be made, in this instance, supporting the notion that the item pool of social benefits relates more to the "we" aspect of the community, while the social costs (disbenefits) are ascribed more to the individual or the "I" of the community. The "good" that is derived from the festival benefits the community as

a larger entity, while the "bad" that the festival generates has a greater impact upon individual members of the community. "We" gain from having the festival in our community..."we" have a stronger community identity, "we" have more opportunities for social interaction. But "I" can't use the park while the festival is going, "I" have trouble parking with the increase in traffic that the festival brings, "I" find it crowded during the festival. There may be support for the festival given its potential benefits to the community, but the possible community reaction to the festivals' potential costs may be reflective of a "not in my backyard" attitude.

Pretesting and Purification of the Scale

McDougall and Munro (1994) note that there are three approaches which can be taken in developing an attitude scale. The first approach is the selection and use of a scale that has been previously developed and tested by other researchers. The second approach is the development of a scale through the modification of an existing scale or the introduction of a new set of items to the existing scale. The third, and most time-intensive approach, is the development of a new scale. This is the approach which has been chosen in this instance, due to the lack of existing scales and a desire to explore components of attitude constructs not considered in previous research.

This component of a larger study does, and will make, a strong methodological contribution to the understanding of resident attitudes toward the social impacts of community festivals. Initially, through the use of exhaustive item

generation procedures, a comprehensive pool of potential scale items has been generated (Delamere, 1998). Second, through the application of sound, reliable, and valid testing procedures, the scale items have been refined, and the measure has been purified.

The study of resident attitudes of festival/tourism impacts is indeed a complex one. Lankford and Howard (1993) note that models and frameworks that have attempted to profile local resident attitudes toward tourism-related development are based upon a rather simplistic understanding of the reactions that residents have toward the development in question. Very few studies exist in the tourism literature, and even fewer in the festival literature, that analyse resident attitudes using attitudinal scales which are developed with standardized psychometric principles (Lankford & Howard, 1994; Lindberg & Johnson, 1997).

A conservative approach was taken to the retention/deletion of scale items, this approach is still regarded as being psychometrically sound. Given the differences between the convenience samples of Malaspina University-College and University of Alberta students and the residents of the community that the scale will be tested in, it was felt more important that the residents be given the opportunity to respond to more potential scale items. This conservativism, however, has a price. One of the leading causes of non-response in survey research is the length of the survey instrument (Erdos, 1993; Mangione, 1995). By retaining more items for the final community test of the scale, the researchers will be utilizing a larger

survey instrument, even though this course of action may result in a lower response rate than might otherwise have been achieved.

The separation of the scale items into two main factors, social benefits of community festivals and social costs of community festivals, is not a surprising revelation. Indeed, given their discussion as distinct and separate constructs in the literature, this conceptual distinction was expected. These sets of impacts were originally derived as separate groupings of items in the item generation (Nominal Group Technique) stage of the study, and also considered separately by the expert review panel (Delphi Technique). It is important, however, that these "a priori" assumptions be confirmed empirically. When combined and pooled for analysis in the two pretests, the overall social impacts did factor out into the proposed constituent components: social benefits and social costs. It is anticipated that, in the final community-based pretest, the benefits and costs will remain as separate factors. The possibility of sub-factors within each of the social benefit and social cost groupings still exists, and will have to be explored in greater depth during the community stage of the study.

Certainly, the importance of exploring the sub-factors in future research is borne out by the findings in Tables 2.9 and 2.10 of the current phase of the research. The additional analysis of each of the initial factors, "Benefits" and "Costs", indicates that there are supplementary dimensions which may lead to a deeper understanding of the composition of the original factors. The solution explained in Table 2.9 presents the sub-factors of "Community Benefits" and

"Cultural/Educational Benefits". The Community Benefits may be seen as those benefits which relate to the community as a collective, an entity in and of itself, benefits which are shared across the social group that the community represents. The Cultural/Educational Benefits show a tendency to relate more to individual community residents and their interaction with the festival itself. Conversely, the solution explained in Table 2.10 presents the sub-factors of "Quality of Life Concerns" and "Community Resource Concerns". The Quality of Life sub-factor shows a grouping of concerns that relate to the disruptiveness and intrusiveness of the festival that may impinge upon resident enjoyment of the amenities they have grown accustomed to within their community. The Community Resource sub-factor appears to relate more to the distribution of human, financial, power, and physical/mental energy resources within the community, and the balance or imbalance present in that relationship. The relative importance of these sub-factors should be tempered though, given the different characteristics that the sample used for this stage of the research may show in comparison to the actual community sample to be used in the next and final phase of this study.

CONCLUDING REMARKS

There are two key points that arise as a result of this phase of the study, as the research moves into its later stages. First, the initial aggregation of 70 social impacts (benefits and costs) of community festivals factored out into measurable, explainable components. This discussion following the Item Generation stage of the

study alluded to two potential sets of factors which could evolve from a factor analysis of the item pool: i) Groupings of items around the constructs of social benefits and social costs, and ii) Clustering of items on group (collective or community) issues or on individual (personal) issues. This was borne out in the subsequent factor analyses performed as part of the scale purification process. Each of these sets of factors could be seen as extremely valuable in understanding and explaining the social impacts of festivals on host communities, and local resident attitudes toward those impacts.

Second, and equally important, is the utility of the findings from this, and later phases of the study. Will festival organizers, government organizations, grant/funding/sponsoring bodies, and community associations be able to make effective use of the results of the social impact of community festivals research? Will these social impacts be taken into account when festival-related decision-making takes place? Will the social impacts be downplayed or discarded entirely in favour of more easily understood (and measured) economic criteria? Major festivals, such as the Calgary Stampede, have long been assumed to be a boon to local economies. Given widespread concern about economic and financial performance, local governments and festival organizers have increasingly focussed on the economic benefits of attracting as many visitors (and high-spending visitors) as possible. In addition, many municipalities are becoming increasingly focussed on festival attendance and financial performance as bottom-line criteria for decisions relating to financial assistance and other types of support (Edmonton

Journal, 1993). While these economic impacts are important, they largely ignore the social impacts, and resident attitudes toward those social impacts, which may have an even more profound effect upon the community.

Understanding the need for a balance between economic and social goals (and for that matter, although not a focus of the current research, environmental and political goals) is important. This balance is essential in promoting a sustainable approach to the development of the festival within the community (Murphy, 1985; Hinch,1996). Governments and festival organizations, in order to foster good public relations with local communities and as a prerequisite to action, should more fully understand the impacts of their programmes as they affect the residents of these communities. Community leaders and residents must ask themselves tough questions about their priorities. Are leaders acting in the best interests of local residents by setting economic goals as their major priority for local festivals? Can these goals be compatible with the social and cultural goals inherent in the community celebration that a festival represents?

As noted in the introduction to this paper, the current article presents the methods and procedures used in in item refinement and scale development before the final testing. The final stage of this study will see the 47 social benefit and social cost statements incorporated in an expectancy-value model of attitude, which will reflect resident attitudes toward the social impacts of community festivals (Fishbein & Ajzen, 1980; Ajzen, 1988). Expectancy-value models have been commonly utilized in resident attitude research, but their application and

operationalization in tourism and festival settings is very recent (Lindberg & Johnson, 1997).

The measurement of resident attitudes toward the social impacts of community festivals, and the development of instruments to measure those attitudes, is of critical importance for both communities and for festival organizers. As community leaders and festival organizers become more aware of the needs and priorities of the community, they can better respond to community concerns and work together to maintain an appropriate balance between the social benefits and social costs which emanate from community festivals. McDougall and Munro (1994) note that as the tourism research field matures, it is increasingly appropriate to spend a greater effort on the development and implementation of reliable and valid attitude measurement scales. This paper is a small, but albeit important, step toward the achievement of that goal.

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CHAPTER 3

CHAPTER 3

Development of a Scale to Measure Resident Attitudes Toward the Social Impacts of Community Festivals: Verification of the Scale

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INTRODUCTION

Local governments, residents, and festival organizers, perceiving festivals as a boon to local economies, have often sought to maximize economic impacts by attracting as many visitors as possible. Typically, this is done with little regard for the social change and social problems which may occur (Crandall, 1987). Awareness of these social impacts, and of resident attitudes toward those impacts, may enable action which could lead to a reduction in the unwanted disruption of local community life that may be associated with festivals, thereby encouraging a balance between social and economic development forces within the community.

Lindberg and Johnson (1997, p. 403) note that most analyses of tourism-related development (inclusive of festivals) have found that attitudes are a function of various perceived tourism-related benefits and costs. Relatively few studies, however, have approached the identification of resident attitudes based upon existing social-psychological models of attitude, understanding the underlying values and beliefs that the attitudes are based upon. The Lankford and Howard

(1994) Tourism Impact Attitude Scale (TIAS) has made a strong contribution to the body of tourism research in attempting to standardize the measurement of resident attitudes towards general tourism development, and the testing of independent variables on those attitudes. The scale development and testing procedures utilized by Lankford and Howard (1994) and by Mayfield and Crompton (1994) follow well-established and sound procedures. Festival-related impacts, however, may be more specific than the more general tourism-related impacts, given the roots of the festival in the community and its potential as a community development mechanism. The current study seeks to use these procedures and the Expectancy-Value attitude model to build upon the existing tourism impact research, applying directly to the emerging area of festival-related social impacts, and the standardized measurement and articulation of those impacts. Additional consideration shall be given to establishing the reliability and validity of the scale construct..

Study Region

Festivals are emerging as one of the fastest growing forms of tourism attractions (Mayfield & Crompton, 1995). Certainly, their magnitude and scope brand them as a unique form of leisure experience (Gorney & Busser, 1996). Festivals possess the ability to shape the image of a community, therefore the relationship between the festival and its host community bears closer scrutiny (Getz, 1991).

Cloverdale is a picturesque community in the North Saskatchewan River

Valley of Edmonton, Alberta, Canada (Plate 3.1; Appendix E for detail). Edmonton bills itself as "Festival City", and summer festivals are seen to be an extremely important component in the economic and leisure structure of the City of Edmonton (Manecon Partnership, 1988). The Edmonton Folk Music Festival (EFMF) (see Plate 3.2 for the Festival Site Map and Plate 3.3 for their Corporate Logo) is but one of seven major festivals held in Edmonton during the summer months, and was chosen for analysis in this study as a result of the very close relationship with the local community where it is based. An annual fixture in Edmonton, the EFMF celebrated its 18th anniversary in 1997, the last 17 years in Gallagher Park, which abuts the Cloverdale community (Plates 3.4 and 3.5). The EFMF possesses a unique spirit and vibrancy that appeals to many festival patrons. (Stevenson, 1997a). In spite of the ever-present possibility of inclement weather, 1997 saw the EFMF sell out in advance for the third consecutive year (Ohler, 1997a; Chattopadhyay, 1997; see Plate 3.6 for the 1997 Festival logo).

The EFMF prides itself on its friendly atmosphere, and even moreso on its positive relationship with the Cloverdale community (Wickham, 1997; Stevenson, 1997b). The respect for this relationship is shown in the following statement from the EFMF Program Book (1997, p. 6).

> Cloverdale residents take pride in their community and have welcomed us into their beautiful backyard for another weekend of fun and music. We ask that you respect them, their property, and their

privacy.

After each night's concert, leave the neighbourhood quickly and quietly. Some residents may already be asleep.

Without the patience and cooperation of Cloverdale residents, this annual music festival could not take place in Gallagher Park.

In spite of the awareness of the positive relationship between the host community and the festival, many residents condemn the EFMF for the apparent headaches it brings to their community (Ohler, 1997b). While many residents have no discernable problems with the EFMF, others decry the logistical problems imposed on them by having a major festival in their own backyard, such as overnight camping by Festival patrons (Plate 3.7) (Stevenson, 1997b) . Understanding that the potential for conflict between the festival and the community exists, and given the dependence of the festival on the goodwill of the community, the festival has provided the researcher with an environment within which to develop a Festival Social Impact Attitude Scale. The development of this scale facilitates the study of local resident perceptions of the social impacts of the festival upon themselves and their community. The primary purpose of this research is to develop a scale that will allow for the measurement, and interpretation of resident perceptions of the social impacts of community-based festivals in Alberta.

Plate 3.1

Cloverdale Community - City of Edmonton

Plate 3.2

Festival Site Map

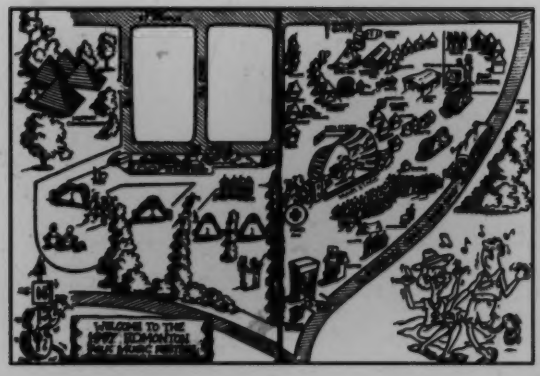


Plate 3.3

Edmonton Folk Music Festival - Logo

Plate 3.4

Festival Activity - Cloverdale

Plate 3.5

Festival Activity - River Valley

Plate 3.6

1997 Edmonton Folk Music Festival Logo

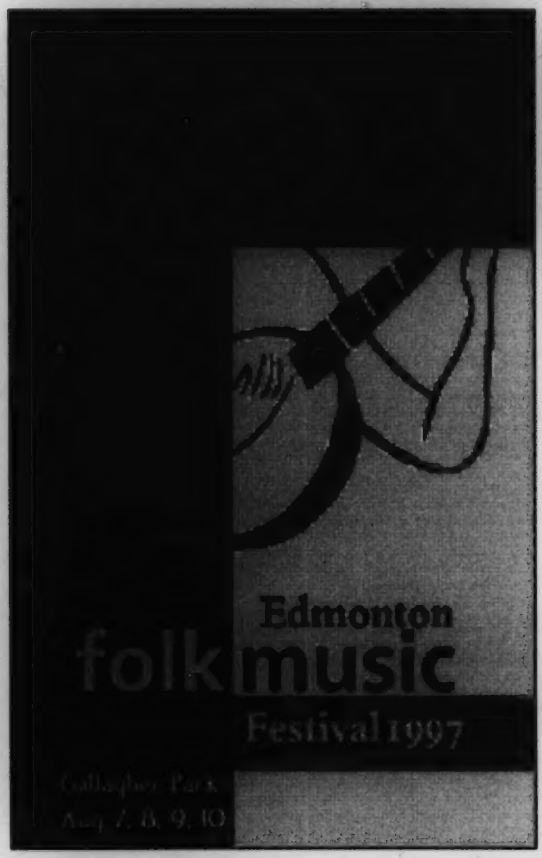


Plate 3.7

Lineups and Overnight Campers

CONSTRUCTION OF THE SCALE

The methods used in developing and testing the scale to measure resident attitudes toward the social impacts of community festivals are similar to those utilized by Lankford and Howard (1994) and Mayfield and Crompton (1995), and the procedures recommended by Bearden, Netemeyer, and Teel (1989); Bearden, Netemeyer, and Mobley (1993); McDougall and Munro (1994); and Churchill (1979). First, a comprehensive listing of the social benefits and costs of community festivals was generated and the initial listing of scale items was tested on convenience samples of students from Malaspina University-College and the University of Alberta. The scale items were then purified using Cronbach's coefficient alpha and item-to-total correlations to assess the reliability of the items; and by using factor analysis to assess the dimensionality of the scale and further purify the measure. This stage of the research has been reported in greater detail elsewhere (Delamere, 1998 and Delamere, Wankel, and Hinch, 1998).

The second stage of the research, the verification of the full scale (reflecting both expectancy and value statements), through testing on the Cloverdale community of Edmonton, Alberta, Canada, and the Edmonton Folk Music Festival, is the focus of the current paper.

VERIFICATION OF THE SCALE

In order to assist in refining the Festival Social Impact Attitude Scale (FSIAS), the 47 items that survived the pretesting and purification phase of the study were

paired as expectancy-value statements and administered as a survey to residents of the Cloverdale community in the city of Edmonton, Alberta, Canada. Each item was expressed in a way that respondents could relate to the belief they held on whether or not the specific impact would occur, and also on the importance the individual placed on the impact. The survey was first delivered to Cloverdale residents on July 17, 1997. Accompanying the survey was a cover letter on University of Alberta letterhead, along with a stamped, addressed return envelope (Erdos, 1983; Mangione, 1995). Efforts were taken to ensure as high a response rate as possible. In a study by Jones and Linda (1978), the name of the survey sponsor and the type of return postage were two factors found to positively influence survey response rates. Specifically, university sponsorship and regular stamps yielded the highest response rates. Harris and Guffey (1978) concurred, showing that use of regular stamps elicited a higher return rate than either the permit-return or business reply envelope. This differential in return rate could be ascribed to the fact that stamps represented money to potential respondents, whereas business reply envelopes did not. Permit-return and business reply envelopes gave the appearance of junk mail while stamps effected a more personal look. Thus, respondents were more likely to respond to questionnaires enclosing stamped return envelopes (Harris & Guffey, 1978).

From an initial total of 187 single-unit dwellings in Cloverdale, 170 were deemed to be occupied by residents, therefore deliverable for the purposes of this study. The researcher was unable to gain access to the two small multiple unit

dwellings in the community. Surveys were coded to allow the researcher to track responses. On July 24, 1997, non-respondents were delivered a follow-up letter, and on July 31, 1997 non-respondents were delivered a final follow-up letter along with another copy of the survey instrument. The response rate was 59.4 %, which Babbie (1990) considered to be "adequate" and very close to the 60 % mark which is seen as "good" for analysis and reporting. Alreck and Settle (1985) note that response rates over 30 % for mail surveys are rare.

In a similar fashion to the earlier purification of the measure (Delamere, et al, 1998), the 47 survey items were subjected to an alpha coefficient analysis to test the reliability of the scale items. The analysis was performed on the product (attitude) of the residents' expectancy of each item multiplied by the value or importance residents placed upon each item (Ajzen, 1988; also Fishbein & Ajzen, 1980). Items to be retained for further analysis needed to achieve a corrected item-to-total correlation of .50 or better (Zaichkowsky, 1985; also Bearden, Netemeyer, & Teel, 1989; Lankford & Howard, 1994; Bearden, Netemeyer, & Mobley, 1993).

A total of 25 items survived the item analysis, and then were submitted to an exploratory factor analysis, to assist in additional purification but also to estimate the dimensionality of the remaining scale items (Lankford & Howard, 1994). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to gauge whether or not the data were appropriate for factor analysis. The KMO value was .88, a "meritorious" score according to Kaiser (1974; also Norusis, 1993). A principal components factor analysis was then performed with an oblique rotation,

since it was thought that while one construct (social impact) was being measured, the construct may possess distinct dimensions (social benefits and social costs) (Lankford & Howard, 1994; Tabachnick & Fidell, 1983). Cattell's (1966) scree test revealed that a two-factor solution contributed to the greatest amount of the variance in the item list (Table 3.1). This solution accounted for 62.9 % of the variance in the data. Factor 1, "social benefits of community festivals", contains 16 items with an alpha of .948. Factor 2, "social costs of community festivals", contains 9 items with an alpha of .942. The alpha coefficient for the 25 item scale was .951.

Table 3.1

Alpha Values and Factor Loadings for the Festival Social Impact Attitude Scale (n=101)

Factor 1		
Enhanced image of the community		.854
Community identity enhanced		.812
Community is unique and special		.809
Festival acts as a showcase for new ideas		.799
Sense of community well-being		.777
Personal sense of pride and recognition through participating in the festival		.776
Opportunity to experience new activities		.775
Ongoing positive cultural impact in the community		.773
Improved quality of life in the community		.730
Celebration of community		.727
Having the opportunity to learn new things		.709
Meeting festival performers/workers		.708
Personal health and well-being		.696
Opportunity to develop new cultural skills and talents		.693
Community gains positive recognition		.689
Variety of cultural experiences		.660
Factor 2		
Disruption of normal routines of community residents		.961
Intrusion into the lives of community residents		.853
Community recreation facilities are overused		.847
Influx of visitors reduces privacy within the community		.842
Community overcrowded during the festival		.818
Car/bus/truck/RV traffic rising to unacceptable levels		.806
Noise levels increasing to unacceptable levels		.797
Festival overtaxes available community human resources		.780
Litter increasing to unacceptable levels		.677
	Factor 1	***Factor 2***
Eigenvalues	11.73	3.98
Explained Variance	46.9%	15.9%
Alpha coefficients	0.9479	0.9420
Reliability of Total 25 Item FSIAS	0.9508	

Each factor itself was subjected to a further factor analysis, to determine whether or not other dimensions existed. After performing a principal components factor analysis (oblique rotation), it was found that the items loading on "Factor 2 - Social Costs of Community Festivals" continued to load only on the one factor. The scale items that loaded on "Factor 1 - Social Benefits of Community Festivals",

however, provided a two sub-factor solution that accounted for 65.2% of the variance within the data representing that original factor. Sub-factor 1, "Community Benefits" and Sub-factor 2 "Individual Benefits" each contain 8 items (Table 3.2).

Table 3.2

Factor Loadings - Dimensions of Social Benefits

Subfactor 1	
Enhanced image of community	.918
Community identity enhanced	.891
Ongoing positive cultural impact in the community	.856
Community is unique and special	.843
Sense of community well-being	.764
Community gains positive recognition	.751
Celebration of community	.627
Improved quality of life in the community	.469
Subfactor 2	
Meeting festival performers/workers	.907
Festival acts as a showcase for new ideas	.872
Having the opportunity to learn new things	.815
Opportunity to experience new activities	.730
Variety of cultural experiences	.724
Personal sense of pride and recognition through participating in the festival	.579
Personal health and well-being	.548
Opportunity to develop new cultural skills and talents	.543

	Subfactor 1	*Subfactor 2*
Eigenvalues	9.12	1.31
Explained Variance	57.0%	8.2%

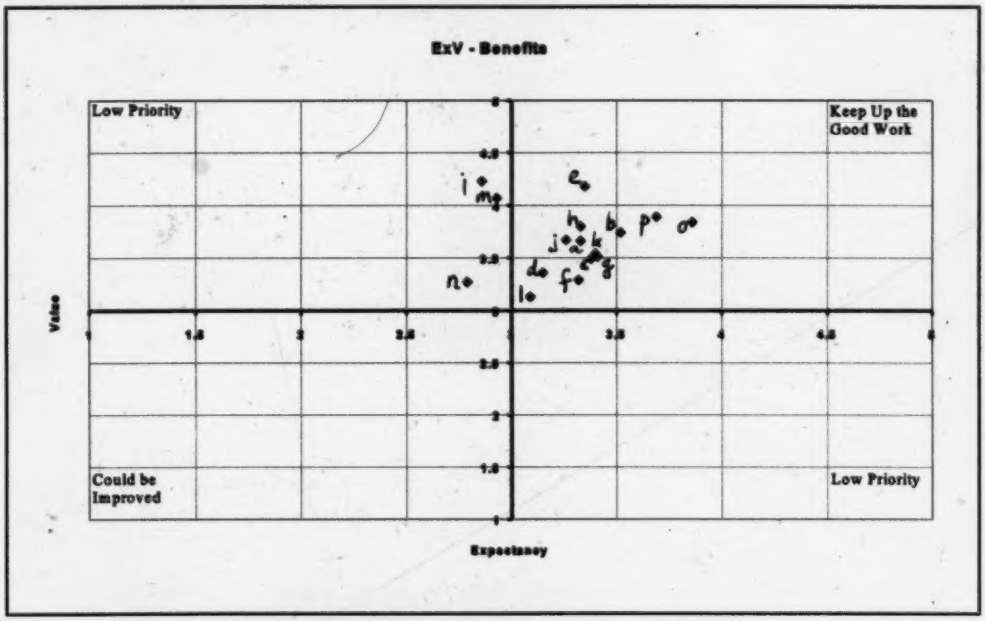
COMMUNITY ATTITUDES - SOCIAL IMPACTS

The 25 item pairs that survived the item analysis were broken into their two constituent factors, social benefits and social costs, and plotted along axes representing "expectancy" and "value". Figure 3.1 shows the community attitudes

toward the social impacts of the festival, while Figure 3.2 reflects resident attitudes toward the social costs of the festival.

Figure 3.1

Community Attitudes - Social Benefits of the Festival



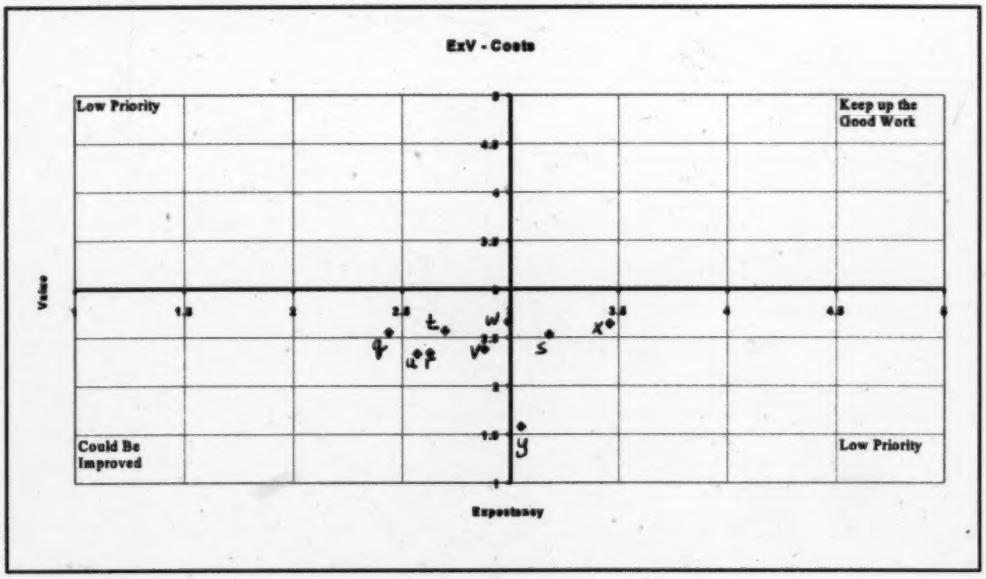
Legend

a	Enhanced image of the community
b	Community identity enhanced
c	Community is unique and special
d	Festival acts as a showcase for new ideas
e	Sense of community well-being
f	Personal sense of pride and recognition through participating in the festival
g	Opportunity to experience new activities
h	Ongoing positive cultural impact in the community
i	Improved quality of life in the community
j	Celebration of community
k	Having the opportunity to learn new things
l	Meeting festival performers/workers
m	Personal health and well-being
n	Opportunity to develop new cultural skills and talents
o	Community gains positive recognition
p	Variety of cultural experiences

Note: 1=low, 5=high

Figure 3.2

Community Attitudes - Social Costs of the Festival



Legend

q	Disruption of normal routines of community residents
r	Intrusion into the lives of community residents
s	Community recreation facilities are overused
t	Influx of visitors reduces privacy within the community
u	Community overcrowded during the festival
v	Car/bus/truck/RV traffic rising to unacceptable levels
w	Noise levels increasing to unacceptable levels
x	Festival overtaxes available community human resources
y	Litter increasing to unacceptable levels

Note: 1=high, 5=low

SCALE VALIDATION - ASSESSMENT OF CRITERION VARIABLES

Part of the scale development process is the exploration of the contribution that selected criterion variables make in explaining resident attitudes toward the social impacts of community festivals, to aid in establishing the validity of the scale. To this end, a multiple regression analysis was undertaken, using the enter multiple regression method of SPSS for Windows (Norusis, 1993). Similar to the methods used by Lankford and Howard (1994) in the development of their Tourism Impact Attitude Scale, the listwise command was utilized for the treatment of cases containing missing values. This method was used to eliminate cases with missing values, and to include only cases with valid values for all variables (Norusis, 1993). Use of this method provides a safe and conservative estimate of significance, since it is more difficult to obtain statistical significance with a smaller sample size (Acock, 1997).

The listings of criterion variables presented in Tables 3.3, 3.4, and 3.5 are arranged by rank from the highest beta weight to the lowest, and the models are significant at the .001 level and lower. Table 3.3 shows the relationship between the criterion variables and Factor1, Sub-factor 1 (Social Benefits - Community Benefits). Table 3.4 illustrates the relationship between the criterion variables and Factor 1, Sub-factor 2 (Social Benefits - Individual Benefits). Table 3.5 shows the relation between the criterion variables and Factor 2 (Social Costs).

Table 3.3

Multiple Regression Analysis - Influence of Criterion Variables for FSIAS Factor 1, Sub-factor 1 (Social Benefits - Community Benefits)

Criterion Variables	*Beta*	*t-statistic*	*p*
I am satisfied with the role that the Edmonton Folk Music Festival plays in my community	.529	5.337	.000
My community provides me with opportunities to be with friends and relatives	.250	2.305	.024
I have sufficient input into community decisions in Cloverdale	-.081	-.708	.489
How many blocks do you live from the festival site	-.035	-.342	.733
How many times have you attended the Edmonton Folk Music Festival	.019	.179	.859
If I had to move away from Cloverdale, I would be very sorry to leave	.017	.147	.883
How long have you lived in Cloverdale	-.016	-.146	.884
I'd rather live in the community I live in now than anywhere else	-.015	-.116	.909
I am satisfied with community life in Cloverdale	.015	.115	.909
I have opportunities to become familiar with other residents of Cloverdale	.011	.075	.940
There are opportunities to become involved in civic organizations in my community	.007	.061	.952

Note: For Factor 1, Sub-factor 1, R=..6175, r^2=.3813, F=4.31, p=.0001

The coefficient of determination for Factor 1, Sub-factor 1 (Social Benefits - Community Benefits) signifies that 38.13% of the variation in resident attitudes toward the social impacts of community festivals is reflective of a statistical correlation with the criterion variables in the model. The beta coefficients show that two variables have a significant effect on resident attitudes toward the social impacts of community festivals: "satisfaction with the role that the Edmonton Folk Music Festival plays in the community" and "the opportunities the community

provides residents to be with friends and relatives".

Table 3.4

Multiple Regression Analysis: Influence of Criterion Variables for FSIAS Factor 1, Sub-factor 2 (Social Benefits - Individual Benefits)

Criterion Variables	*Beta*	*t-statistic*	*p*
I am satisfied with the role that the Edmonton Folk Music Festival plays in my community	.501	5.680	.000
My community provides me with opportunities to be with friends and relatives	.298	3.305	.003
How many times have you attended the Edmonton Folk Music Festival	.267	2.942	.004
I'd rather live in the community I live in now than anywhere else	-.220	-1.916	.059
How long have you lived in Cloverdale	-.095	-.965	.338
I am satisfied with community life in Cloverdale	.108	.902	.370
I have opportunities to become familiar with other residents of Cloverdale	-.089	-.670	.505
There are opportunities to become involved in civic organizations in my community	.031	.301	.764
How many blocks do you live from the festival site	-.027	-.300	.765
I have sufficient input into community decisions in Cloverdale	.015	.151	.880
If I had to move away from Cloverdale, I would be very sorry to leave	.012	.117	.907

Note: For Factor 1, Sub-factor 2, R=.7001, r^2=.4901, F=6.82, p=.0000

Similarly, the coefficient of determination for Factor 1, Sub-factor 2 (Social Benefits - Individual Benefits) indicates that 49.01% of the variation in resident attitudes toward the social impact of community festivals is reflective of a statistical correlation with the criterion variables in the model. Three criterion variables have a significant effect on resident attitudes toward the social impact of community

festivals, according to the beta coefficients: "satisfaction with the role that the Edmonton Folk Music Festival plays in the community", "opportunities to be with friends and relatives", and "the number of times the resident has actually attended the Edmonton Folk Music Festival".

Table 3.5

Multiple Regression Analysis - Influence of Criterion Variables for FSIAS Factor 2 (Social Costs)

Criterion Variables	*Beta*	*t-statistic*	*p*
I am satisfied with the role that the Edmonton Folk Music Festival plays in my community	.517	4.745	.000
How many blocks do you live from the festival site	.193	1.742	.086
I have opportunities to become familiar with other residents of Cloverdale	-.115	-.730	.468
I have sufficient input into community decisions in Cloverdale	-.069	-.569	.571
How many times have you attended the Edmonton Folk Music Festival	.061	.536	.594
How long have you lived in Cloverdale	.055	.472	.638
If I had to move away from Cloverdale, I would be very sorry to leave	.043	.344	.732
I'd rather live in the community I live in now than anywhere else	.043	.307	.760
There are opportunities to become involved in civic organizations in my community	-.033	-.265	.792
I am satisfied with community life in Cloverdale	.019	.129	.898
My community provides me with opportunities to be with friends and relatives	.014	.121	.904

Note: For Factor 2, R=.5897, r^2=.3477, F=3.2951, p=.0012

The coefficient of determination for Factor 2 (Social Costs) reveals that 34.77% of the variation in local resident attitudes toward the social impact of community festivals is reflective of a statistical correlation with the Criterion variables in the model. The beta coefficients show that one variable has a significant bearing on resident attitudes toward the social impact of community festivals: "satisfaction with the role that the Edmonton Folk Music Festival plays in the community".

A final analysis of the Festival Social Impact Analysis Scale, a comparison with Zaichkowsky's (1994) Revised Personal Involvement Inventory (RPII), showed a correlation of .730 (p=.0001). The RPII is also an attitudinal/behavioural scale which, in this instance, considers resident involvement with the festival product.

INTERPRETATION AND CONCLUSIONS

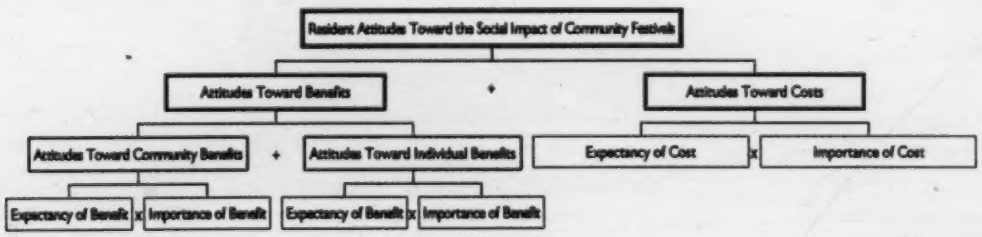
The study of resident attitudes and perceptions of the generalized impacts of tourism have gained increased importance in recent years (McCool & Martin, 1994; Soutar & McLeod, 1993; Allen, et al, 1988; Johnson, Snepenger, & Akis, 1994; Allen, et al, 1993). As the research focus becomes more refined, specific areas such as the social impacts of tourism (Ap, 1990; King, Pizam, & Milman, 1993; Milman & Pizam, 1987) and the social/community impacts of festivals and special events (Gorney & Busser, 1996; Hall & Hodges, 1996; Mayfield & Crompton, 1995) are being studied. Researchers are distinguishing between types of impacts, attempting to measure and understand impacts previously seen as

intangible, lying outside the normal bounds of valuation (Getz, 1991). The current study builds upon the previous research by making a number of conceptual and methodological contributions which will assist in the understanding of resident attitudes toward the social impacts of community festivals.

A number of models have attempted to categorize resident attitues toward the general impacts of tourism, without attempting to directly measure those impacts (Doxey, 1975; Bjorklund & Philbrick, n.d.; Dogan, 1989; Ap & Crompton, 1993). Attitudes are very dynamic and complex, and while these models make important contributions in categorizing "attitudes", they may be viewed as too simplistic in nature. The Festival Social Impact Attitude Scale (FSIAS), using an Expectancy - Value model of attitude as its basis, accounts for more of the complex nature of attitude formation than these earlier models, by having respondents reflect on their belief or expectancy of an impact occurring, along with the importance or value that they place on that particular impact (Figure 3.3).

Figure 3.3

FSIAS - Attitude Formation



Each social impact in the FSIAS is measured both in terms of the resident expectancy of the specific impact occurring, and also in terms of the importance the resident places on that particular impact. Expectancy is multiplied by importance to give a measure of the resident attitude toward the specific impact. Attitudes for each impact are then summed together to provide a comprehensive picture, a snapshot of resident perceptions of the overall social impacts of the festival in question. In Table 3.1 and in Figure 3.3, the "benefits" and "costs" have been shown as separate categories of impacts, given the two-factor solution identified during the verification of the scale. This initial solution is in keeping with the earlier two-factor solution, also loading on "benefits" and "costs", determined during the pretesting and purification of the scale (Delamere, et al, 1998). To explore this relationship in the context of Fishbein & Ajzen's (1975) Theory of Reasoned Action, the residents of Cloverdale would be expected to respond in a favourable manner to the festival social impacts they approved of, and to display more unfavourable behaviours toward the festival social impacts they disliked (Ajzen, 1988; 1994).

The additional analysis of the "Benefits" factor, however, indicates that there are further dimensions which underlie that factor. The solution shown in Table 3.2 presents the sub-factors of "Community Benefits" and "Individual Benefits", sub-factors which could be seen as corresponding to both the "we" and the "I" of the community (Rousseau, 1991). The possibility of the data factoring along these lines was discussed by Delamere (1998) during the item generation phase of this study, but at that time it was felt that the "benefits" would load on the side of "community"

while the "costs" would load on the side of the "individual". The possibility of a division within the "benefits" factor was not considered at that time, although its existence in the current instance would agree with the findings of Rollins (1997) in his test of the Lankford and Howard (1994) Tourism Impact Attitude Scale. Rollins (1997, p. 741) found that the TIAS items loaded on the general factors of "personal benefits", "community benefits", and "negative impacts". The additional dimensionality of the social impact of community festivals should not be overlooked by festival organizers nor community leaders, in mitigating concern about the potential impacts emanating from the festival (Rollins, 1997). The initial two-factor solution in the current study indicates that "social benefits" and "social costs" are clearly conceptually separate constructs, as opposed to opposite ends of a unidimensional construct (social impacts). The further exploratory factor analysis of the initial factors may provide theoretically meaningful and potentially valuable information for future community applications of the scale, thereby enhancing the potential value and attractiveness of the scale to interested communities and festival organizations. A current study (Rollins and Delamere, in progress) may confirm this position.

A methodological contribution that this study makes to the understanding of resident attitudes toward the social impact of community festivals is its use of standardized scale development procedures (Lankford & Howard, 1994; McDougall & Munro, 1994; Likert, 1968; Zaichkowsky, 1985; Bearden, Netemeyer, & Mobley, 1993; Churchill, 1979). Certainly, the development of the Festival Social Impact

Attitude Scale responds clearly to the call for a greater standardization of instrumentation for use in tourism- and festival-related research (Crompton, 1990; McDougall & Munro, 1994). The FSIAS is a 25 item, psychometrically sound scale which shows two key dimensions relating to the social impacts of community festivals: benefits and costs. Some concern may be identified with the drop in scale items from an initial pool of 70, to 49 items in the pretest, to a final scale of 25 items. This apparently drastic decrease is, however, in line with the changes experienced by both Lankford & Howard (1994) (72 initial items, 50 pretest items, 27 final scale items) and Beard & Ragheb (1983) (150 initial items, 106 pretest items, 48 final scale items) in the development of their respective scales. The scale shows strong reliability and face and construct validity, and also good convergent validity. Convergent validity is defined as the extent to which the measure correlates highly with other methods designed to measure the same construct (Churchill, 1979). In comparison with Zaichkowsky's (1994) Revised Personal Involvement Inventory (RPII), the FSIAS showed a correlation of .730 ($p=.0001$), well above the average convergent validity value of .57 noted by Peter and Churchill (1986). There is, however, a strong need to further validate the FSIAS by implementing it in other communities and also with different types of festivals and celebrations. This will allow for even greater understanding of resident attitudes toward the social impacts of community festivals, and also the dynamic nature of those attitudes.

There is also a need to further test the Festival Social Impact Analysis Scale, due to the smallish sample size utilized during this phase of the study. In most instances, a five respondent to one question ratio is recommended. Comrey (1973) suggested as a rule-of thumb that sample sizes of 50 were seen as very poor, 100 as poor, 200 as fair, 300 as good, 500 as very good, and 1000 as excellent. Tabachnick and Fidell (1989), however, note that a sample size of 100 to 200 is adequate for most purposes, particularly when the factors are strong and distinct, and the number of variables is not too large. Given the strength of the identified factors in this study, and the number of variable loadings above .80, the sample of n=101 is viewed as adequate. It is important, however, that this adequacy be tested in other festival/community settings, with larger sample sizes.

Specific findings of the Expectancy x Value measure of community attitudes toward the Edmonton Folk Music Festival show a predominantly positive disposition toward the social benefits of the festival. The Expectancy-Value model evaluates the relationship between values (evaluations, importance) multiplied by the expectation (belief, perception) that the attitude object (generalized social impacts of community festivals) is associated with the aforementioned values and expectations (Lindberg & Johnson, 1997, pp. 404-405).

A criticism of the Expectancy-Value model is that, despite the intuitive sense the model makes, the inclusion of a value or importance attribute may lower the overall predictive validity of the attitude measure (Fishbein & Ajzen, 1980, pp. 67, 155, 158). Ajzen (1991, p. 192) and Eagly & Chaiken (1993, p. 235) also note that

researchers have questioned the adequacy of the multiplicative combination of beliefs and evaluations in the Expectancy-Value model of attitude. In consideration of these criticisms, a secondary analysis was undertaken, using only the "Expectancy" statements of the questionnaire.

As with the purification of the FSIAS measure, to be consistent procedurally the 47 Expectancy items were subjected to an alpha coefficient analysis to consider the reliability of the scale items. In this instance, a total of 24 items survived the analysis and were then introduced to an exploratory factor analysis. Although the surviving Expectancy item list differed in composition compared to the FSIAS items, many of the statistical findings were quite similar. The factor solution and alpha coefficients for the Expectancy-only analysis are shown as follows in Table 3.6.

Table 3.6

Alpha Values and Factor Loadings - Expectancy-only Analysis

Factor 1 - General Benefits	
Enhanced image of the community	.890
Community is unique and special	.887
Opportunity to experience new activities	.839
Community identity enhanced	.790
Sense of community well-being	.790
Personal sense of pride and recognition through participating in the festival	.755
Community gains positive recognition	.733
Ongoing positive cultural impact in the community	.730
Celebration of community	.703
Opportunity to learn new things	.694
Festival acts as a showcase for new ideas	.675
Variety of cultural experiences	.653
Factor 2 - Amenity Loss	
Disruption of normal routines of community residents	.886
Intrusion into the lives of community residents	.875
Influx of visitors reduces privacy within the community	.795
Community overcrowded during the festival	.786
Community recreational facilities are overused during the festival	.702
Noise levels increasing to unacceptable levels	.650
Car/bus/truck/RV traffic rising to unacceptable levels	.617
Factor 3 - Loss of CommunityControl	
Vandalism increases to unacceptable levels	.854
Delinquent activity increases to unacceptable levels	.826
Crime increases to unacceptable levels	.815
Power is not distributed equally among groups in the community	.705
There is a decreased sense of community involvement in the festival	.614

	Factor 1	*Factor 2*	*Factor 3*
Eigenvalues	10.67	3.98	1.49
Explained Variance	44.5%	16.6%	6.2%
Alpha Coefficients	0.9387	0.9273	0.8588
Reliability of Total 24 Item Expectancy-only Scale		0.9443	

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the Expectancy-only items was .87, compared to .88 for the FSIAS. It was determined that a three-factor solution contributed to the greatest amount of the variance in the Expectancy-only item list. This solution accounted for 67.3% of the variance in the data (compared to the FSIAS two-factor solution and 62.9% of the variance. Factor 1, "general benefits of community festivals", contains 12 items with an alpha of .939. Factor 2, "amenity loss from the festival", contains 7 items with an alpha of .927. Factor 3, "loss of community control", contains 5 items with an alpha of .942. The alpha coefficient for the 24 item Expectancy-only scale was .944, compared to an alpha of .951 for the 25 item FSIAS.

While the Expectancy-only scale would be easier and less time-consuming to administer, the preceeding analysis indicates that there is no advantage to Expectancy-only compared to the the Expectancy-Value model. In the current instance, inclusion of the evaluative component does not lower the predictive validity of the scale. In comparison with Zaichkowsky's (1994) Revised Personal Involvement Inventory (RPII), the Expectancy-only scale showed a correlation of .724 (p=.0001), compared to a correlation of .730 (p=.0001) for the FSIAS. Both are good measures of convergent validity, but the differences between the two measures in comparison with the RPII would not indicate a preference for one scale over the other.

The FSIAS, utilizing the Expectancy-Value model of attitude gives a richer understanding of the fullness of resident attitudes toward the social impact of

community festivals, without decreasing the validity of the measure in this instance. Beliefs and evaluations (predictors of attitudes) can be plotted and understood in more depth than in the Expectancy-only model.

Figure 3.1 (Community Attitudes - Social Benefits) shows clearly that the Cloverdale community has a positive disposition toward the scale items that are representative of the social benefits that accrue from the Edmonton Folk Music Festival. There are but three items that might be seen as having a lower salience for festival organizers and for community residents: Improved quality of life in the community, Personal health and well-being, and the Opportunity to gain new cultural skills and talents. Each of these items is valued by the local residents, but the expectation of these impacts occurring is not as high as for other social benefit scale items. Given that there is a positive value or importance placed upon these items by the community, festival organizers might do well to act to raise community expectations, thereby providing more of a clear positive benefit to the community. The remaining thirteen items show a positive expectancy and positive importance for local residents, indicating to festival organizers areas that are relevant to the community and areas where the festival is providing a positive benefit for the community.

Figure 3.2 (Community Attitudes - Social Costs) shows that, while not overwhelming concerns, there are six scale items that are representative of the social costs associated with the festival that are felt to be of both moderate importance and a moderate expectation that those social costs will indeed occur.

These items are: Disruption of normal routines of community residents, Intrusion into the lives of community residents, Influx of visitors reducing privacy within the community, Community overcrowded during the festival, Car/ bus/truck/RV traffic rising to unacceptable levels, and Noise levels increasing to unacceptable levels. The remaining items (Community recreation facilities are overused, Festival overtaxes available community human resources, and Litter increasing to unacceptable levels) are important to the local residents, but not as expected to occur as the other social costs emanating from the festival. The six items that reflect both expectancy and importance for community residents represent areas that could be improved by the community and by festival organizers, to lower resident expectations of these negative impacts.

The findings of the assessment of criterion variables in relation to the resident attitudes toward the social impact of community festivals show that a moderate amount of resident attitude toward the social impact of community festivals is influenced by the criterion variables. This finding is fairly consistent with that of Lankford and Howard (1994), who found that over 60% of the variation in each of their factors of resident attitudes toward the impacts of tourism demonstrated a statistical correlation with the criterion variables in their model. In the instance of the Festival Social Impact Attitude Scale, a maximum of 49% (for any one criterion variable) of the variation in each factor of the resident attitudes toward the social impacts of community festivals is reflective of a statistical correlation with the criterion variables in the model. This measure behaves as

expected, showing good concurrent validity as evidenced by the conceptual relationships shown through the analysis of the criterion variables.

One possible explanation for the difference in findings between these two studies is that the Lankford and Howard (1994) study considered a total of 15 criterion variables, while the current study considered 11 criterion variables. There is a possibility that the other criterion variables that were not considered in the current assessment may have an effect upon resident attitudes toward the social impact of community festivals, or that elements of the chosen criterion variables were not very important. It is entirely possible that the majority of the criterion variables are too "general" in nature, not focussing specifically enough on the Edmonton Folk Music Festival. This thought is supported by the fact that the one criterion variable that consistently influenced resident attitudes in all the analyses was also the variable that most specifically identified the Edmonton Folk Music Festival (I am satisfied with the role that the Edmonton Folk Music Festival plays in my community). These positions are speculative, and could be confirmed or refuted by future research involving a more comprehensive listing of criterion variables and the Festival Social Impact Attitude Scale (Rollins & Delamere, in progress).

An alternative explanation for the relatively moderate contribution of the selected independent variables to the resident attitudes toward the social impact of community festivals relates to the scale itself and the stringent procedures used in the development of the scale. As mentioned earlier in this discussion, the development of the FSIAS followed sound, established scale development

procedures. The scale measures what it is supposed to, the complexity of resident attitudes toward the social impact of community festivals. This complexity had its genesis in the 70 items that were initially generated for this study, the refinement of those items into the final 25 item scale, and culminates in the use of the Expectancy - Value model to aid in exploring the full richness of the attitude construct. The fullness and comprehensiveness of the attitude measures in this scale take into account variability that might otherwise be accounted for by criterion variables. Festival social impacts are more specific, targeted and focussed that generalized impacts of tourism, and may reflect more of the full resident attitudes toward those social impacts.

In the instance of the Edmonton Folk Music Festival and the Cloverdale community, this research has allowed the community to determine which social impacts they expect to occur as a result of the festival, and also which of those social impacts are important to them. Festival organizers have also learned areas where they are performing well and can concentrate on staying strong, but they have also learned where their efforts can be focussed to alleviate community concerns. Due to the to the very nature of the festival, however, it may be difficult to ameliorate some of the community concerns. Efforts could be focussed on decreasing the community's expectation surrounding the more negative impacts, and increasing the expectation of more positive festival impacts. Together, festival organizers and community residents can work toward maximizing the social benefits of the festival upon the community, and also toward minimizing potential negative

impacts of the festival. By working together to respond to the attitudes of the community, residents and festival organizers can strengthen the bond between the host community and the guest festival, to the greater benefit of both parties. Festival organizers and residents should recognize and celebrate those aspects of the community and of the festival that make the interaction a special experience for local community residents, festival organizers, volunteers, and festival patrons. These bonds represent the "neighbourliness" that lies at the very core of the success of any festival.

Chacko and Schaffer (1993) note that a festival must be evaluated by its success in fostering community development, and that social and cultural impacts should be assessed continuously. These types of impacts are often seen as intangible impacts in the sense that they cannot be easily assessed (Briassoulis, 1991). Increasing the awareness of these impacts and improving the sophistication of their measurement will enable constructive decisions to be made during the planning and management of community festivals. This study makes a significant contribution in the generation of items, testing of items, and the understanding of resident attitudes toward the social impacts of community festivals. Residents and organizers both have a stake in maximizing the social benefits and minimizing the social costs which accrue from the festival. Social impacts need to be taken into more serious consideration by the community and by festival organizers if the legacies of hosting the festival are to be viewed more positively by an greater portion of the residents of the community (Hall & Hodges, 1996). This, in turn, will

help permit festivals to be considered on the basis of their total contribution to the quality of life in our communities.

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CHAPTER 4

CONCLUSIONS

The primary purpose of this investigation was the development of a scale to measure resident attitudes toward the social impact of community festivals. Additionally, a focus was placed upon establishing both the reliability and validity of the scale instrument.

There are a number of contributions that this research makes to the body of knowledge surrounding the understanding of resident attitudes toward the social impact of community festivals. The initial contribution of the study is the compilation (Nominal Group Technique) and examination of a listing of items relating to the social benefits and social costs of community-based festivals. This comprehensive and detailed search has involved members of communities with views on the social impacts of festivals, a thorough review and analysis of the existing literature on tourism/festival social impacts, and evaluation by a panel of experts (using a modified Delphi Technique) with an active research/professional interest on the social impacts of tourism in general, and more specifically, festivals. The use of these more qualitative methods in conjunction with the quantitative methods used in later stages of the research is, in itself, significant. Crandall (1994) advised that two points were important in undertaking an analysis of social impacts: 1) the research should be carried out within the context of the impacted group, and 2) that more than one methodology should be used. Henderson (1991) supported this

notion, stating that it was possible to triangulate by combining research methods within an approach, or by combining both qualitative and quantitative methods within the positivist research paradigm.

Second, the scale pretest and purification process serves to underscore the importance of using psychometrically sound procedures in developing a new scale. As researchers utilize such procedures, more and stronger scales will result, thus providing practitioners and other researchers with standardized survey instruments for use in the burgeoning area of tourism impact attitude research (Crompton, 1990). The painstaking labour that went into the generation of scale items and the pretesting and purification of those items answers the call of McDougall and Munro (1994) for an increased effort to be placed on the development and implementation of reliable and valid attitude measurement scales.

A third key contribution of this research is the use of the Expectancy-Value model in considering resident attitudes toward the social impacts of community festivals. The Expectancy-Value model is one of the most popular and often used frameworks for understanding the relationship between attitudes and the evaluative meaning of beliefs (Eagly & Chaiken, 1993, p. 106). Previous research into resident attitudes toward the impacts of tourism have utilized frameworks that consider attitudes in a conceptual sense, rather than measuring resident attitudes of identifying specific impacts (Doxey, 1975; Bjorklund & Philbrick, n.d.; Ap & Crompton, 1993; Dogan, 1989). More recent research into resident attitudes toward tourism impacts has utilized psychometric procedures in the development of specific

scales to measure resident atitudes (Lankford & Howard, 1994; Lindberg & Johnson, 1997). The current study expands upon these procedures by utilizing a Likert-type scaling approach in combination with the Expectancy-Value model in order to more fully understand the complexity of local resident attitudes toward the social impacts of community festivals. The psychometric properties of this scale are strong, and the researcher followed standard psychometric procedures in the development of the FSIAS. The Festival Social Impact Attitude Scale was shown to be both reliable and valid, but it is imperative that further scale validation occur in differing festival and community environments.

A final contribution of the current study relates to the use of the Expectancy-Value model in the FSIAS, and the final refinement of the scale in the Cloverdale community with the Edmonton Folk Music Festival. Working closely together both the festival organizers and the community can utilize the results generated by the FSIAS to more clearly understand areas of social impact that are important to local residents, and also expected to occur. By identifying residents' beliefs and values, actions can result, actions that will serve to strengthen the relationships that exist between the festival and the host community. Persuasive communication can take place, affirming beliefs and values relating to the social benefits of the festival, and minimizing the backlash that may occur from attitudes toward the social costs of the festival (Lindberg & Johnson, 1997; Bright, Manfredo, Fishbein, & Bath, 1993). Resident leaders and festival organizers, aware of the special place of the festival in the community, can respond to the needs of the community and keep residents

informed and involved in the planning and development of the festival. The responsiveness of festival organizers to the attitudes of the community will foster community support for the festival initiative.

In spite of the contributions made by this study, the processes utilized in this study, and the end result of the study (the Festival Social Impact Attitude Scale), there is a very clear need for further research and testing in this area. The FSIAS represents a strong initial step towards the standardized measurement of festival-related social impacts, but the instrument needs to be tested in other community environments (cities and towns, urban and rural areas) and also tested in relation to other festival types (e.g.: arts, jazz, blues, rock, country and western, sport, and other celebrations). Application of the FSIAS in longitudinal studies would also be important, in the analysis of changing community attitudes over time, and also the effect of actions taken in response to those community attitudes.

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APPENDIX A: RESIDENT SURVEY COVER LETTER

University of Alberta
Faculty of Physical Education and Recreation

RESEARCH PROJECT TITLE: Resident perceptions of the social impact of community festivals

July, 1997

Dear Cloverdale Resident,

Festivals breathe life into our communities. During a festival, we set aside our normal routines for a time and celebrate these aspects of our culture that give meaning to our lives. In addition to the fundamental social benefits that have traditionally been sought from these celebrations, more tangible economic benefits are increasingly being pursued through the promotion of festivals as tourism attractions. In pursuing these assorted benefits, host communities face serious challenges, including that of understanding the various social impacts of these festivals.

In response to these challenges, this research will assist communities, local residents, and festival and event planners to understand the complex issues which arise from community festivals. In order to appreciate the scope of these issues, it is important to have your opinions about festival-related social impacts. **PLEASE COMPLETE THE ATTACHED QUESTIONNAIRE AND USE THE ATTACHED PREPAID, RETURN MAIL ENVELOPE TO MAIL IT.**

We ask that an adult (18 years of age or older) in your household complete this questionnaire. In order to accurately represent the views of all Cloverdale residents, it is very important that you complete and return this questionnaire. Please answer all parts of the questionnaire. It should take no longer than 15 - 30 minutes to complete. **PLEASE TRY TO RESPOND WITHIN THE NEXT WEEK.** It is important that we receive your response as soon as possible.

We would like to assure you that all information will be kept confidential and treated in accordance with the Access to Information and Privacy Acts. The numbers that appear in the upper right corner of the survey are for coding purposes only. Your participation is strictly voluntary. If you would like to obtain a summary of the survey results or have any questions, please contact the undersigned.

We thank you for your participation in this important research project.

Sincerely,

Tom Delamere, Ph.D. Candidate
Graduate Student, Principal Researcher

Tom Hinch, Ph.D.
Associate Professor, Research Supervisor

CONSENT:

I have read the above thoroughly and consent to participation in this research project.

Signature_____ Date_____

Witness_____ Date_____

Please include this Cover Letter / Consent Form with your completed survey.

E401 Van Vliet Physical Education and Recreation Centre Edmonton, Alberta, Canada T6G 2H9
Ph. (403) 492-2759 Fax. (403) 492-2364

APPENDIX B: FIRST REMINDER LETTER FOR RESIDENTS

University of Alberta
Faculty of Physical Education and Recreation

FESTIVAL RESEARCH PROJECT

July 24, 1997

Dear Cloverdale Resident,

Recently you were delivered a short questionnaire asking for your thoughts on the social impacts of the Edmonton Folk Music Festival on the residents of the Cloverdale community. This is just a reminder in case you haven't yet sent in your questionnaire. We would really like to hear from you. As there are a relatively small number of people living in the Cloverdale community, your response is very important to the accuracy of our survey of Cloverdale residents. This study is important and worthwhile, and needs to reliably reflect the views and opinions of as many of the people who live in Cloverdale as possible.

It will take only a few moments to fill out and return the questionnaire in the stamped envelope that was included in the original package. **If you have already done so, many thanks!** If you have not yet had a chance to answer, we would be most grateful if you could do so as soon as possible. If you have lost or misplaced the original questionnaire package and require a new one, please do not hesitate to contact us at the number below.

Once again, we would like to assure you that all information will be kept confidential and treated in accordance with the Access to Information and Privacy Acts. The numbers that appear in the upper right corner of the survey are for coding purposes only. As before, your participation is strictly voluntary. If you would like to obtain a summary of the survey results or have any questions, please contact the undersigned.

Sincerely,

Tom Delamere, Ph.D. Candidate
Graduate Student, Principal Researcher

Tom Hinch, Ph.D.
Associate Professor, Research Supervisor

◆ E401 Van Vliet Physical Education and Recreation Centre ◆ Edmonton, Alberta, Canada ◆ T6G 2H9 ◆
Ph. (403) 492-2759 ◆ Fax (403) 492-2364

APPENDIX C: FINAL REMINDER LETTER FOR RESIDENTS

University of Alberta
Faculty of Physical Education and Recreation

FESTIVAL RESEARCH PROJECT
FINAL REMINDER

July 31, 1997

Dear Cloverdale Resident,

Recently you were delivered the attached package, asking for your thoughts about the social impacts of the Edmonton Folk Music Festival on the residents of the Cloverdale community. A large number of the residents of Cloverdale have been kind enough to help with this important project by sending in their surveys. If you were one of them, **thank you very much for participating in the study.**

In case you were away or too busy to complete the questionnaire before, may we ask you to do so now? We are trying to get as near to a "perfect survey" as possible. This would mean getting a reply from everyone who has received a questionnaire.

We would appreciate your earliest reply, as it is very important that we receive your survey before the start of the Edmonton Folk Music Festival. To make this easier, your package includes a self-addressed, **STAMPED** envelope. Of course, all information will be kept confidential and treated in accordance with the Access to Information and Privacy Acts. The numbers that appear in the right corner of the survey are for coding purposes only. Your participation is strictly voluntary. If you would like a summary of the survey results, please contact the undersigned.

Many thanks for your help in this survey!

Sincerely yours,

Tom Delamere, Ph.D. Candidate
Graduate Student, Principal Researcher

Tom Hinch, Ph.D
Associate Professor, Research Supervisor

◆E401 Van Vliet Physical Education and Recreation Centre ◆Edmonton, Alberta, Canada ◆T6G 2H9 ◆
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APPENDIX D: RESIDENT SURVEY

UNIVERSITY OF ALBERTA
FACULTY OF PHYSICAL EDUCATION AND RECREATION
EDMONTON FOLK MUSIC FESTIVAL RESEARCH PROJECT

HELLO! I am surveying for the University of Alberta. This survey is designed to help measure the social impacts of the Edmonton Folk Music Festival on the residents of Cloverdale. It is divided into the general categories of: 1) the **expectations** you have of the social impacts of the festival, 2) the **importance** that you attach to possible social impacts, and 3) your **general feelings** about your community. Would you please help me by answering a series of questions? Your participation will ensure that the findings reflect your views. It will take only a few minutes and your contribution will be extremely valuable. Your individual responses will be kept confidential, and will only be used in combination with other responses from the community. Questions are printed on both sides of each page, please make sure you respond to all questions.

THANK YOU FOR YOUR ASSISTANCE!

A. EXPECTATIONS

This section is designed to identify your **expectations** about the social impacts of the Edmonton Folk Music Festival on the Cloverdale community. Please read the following statements. From **"not at all"** to **"a great deal"**, please circle the number which best corresponds to your opinion for each statement. There are no right or wrong answers, we are simply interested in your opinion about each statement.

To what extent do you expect having the Edmonton Folk Music Festival in your community will result in:

	NOT AT ALL				A GREAT DEAL
the sharing of ideas among community groups?	1	2	3	4	5
a sense of togetherness within the community?	1	2	3	4	5
an intrusion into the lives of community residents?	1	2	3	4	5
a source of negative competition between the Cloverdale community and neighbouring communities?	1	2	3	4	5
the community being overcrowded during the Festival?	1	2	3	4	5
the festival overtaxing available community human resources?	1	2	3	4	5
local community recreation facilities being overused during the Festival?	1	2	3	4	5
exposure to a variety of cultural experiences?	1	2	3	4	5
the Cloverdale community gaining positive recognition?	1	2	3	4	5
community groups working together to achieve common goals	1	2	3	4	5
the festival overtaxing available community financial resources?	1	2	3	4	5
a decreased sense of community involvement?	1	2	3	4	5
a disruption in the normal routines of community residents?	1	2	3	4	5
community identity being enhanced?	1	2	3	4	5
increased disagreement between and among community groups?	1	2	3	4	5
a celebration of my community?	1	2	3	4	5
highlighting negative cultural stereotypes within my community?	1	2	3	4	5
a sense of failure in the community if the Festival does not live up to its expectations?	1	2	3	4	5
building leaders within the community, through assisting in organizing the Festival?	1	2	3	4	5
an unequal distribution of power among groups in the community?	1	2	3	4	5
friendships being strengthened through participation in the Festival?	1	2	3	4	5
enjoying meeting festival performers/workers?	1	2	3	4	5
feeling a personal sense of pride and recognition through participating in the Festival?	1	2	3	4	5

B. EXPECTATIONS

Here is another set of statements that are asking you to identify your expectations of the social impacts of the Edmonton Folk Music Festival. From "not at all" to "a great deal", please circle the number that best describes how you feel. Again, there are no right or wrong answers, we are simply interested in your opinion about each statement.

To what extent do you expect having the Edmonton Folk Music Festival in your community will result in:

	NOT AT ALL				A GREAT DEAL
..a weakening of the identity of the community?	1	2	3	4	5
..the same group of people running the Festival year after year?	1	2	3	4	5
..vandalism in the community increasing during the Festival?	1	2	3	4	5
..an ongoing positive cultural impact in the community?	1	2	3	4	5
..car/bus/truck/RV traffic increasing to unacceptable levels during the festival?	1	2	3	4	5
..a sense of community well-being?	1	2	3	4	5
..pedestrian traffic increasing to unacceptable levels during the Festival?	1	2	3	4	5
..improving the quality of life within the community?	1	2	3	4	5
..crime in my community increasing during the Festival?	1	2	3	4	5
..local residents who participate in the Festival having the opportunity to learn new things?	1	2	3	4	5
..ecological damage increasing to unacceptable levels during the Festival?	1	2	3	4	5
..showing others why Cloverdale is unique and special?	1	2	3	4	5
..litter increasing to unacceptable levels during the Festival?	1	2	3	4	5
..an enhanced image of the community?	1	2	3	4	5
..noise levels increasing to an unacceptable point during the Festival?	1	2	3	4	5
..providing the community with an opportunity to discover and develop cultural skills and talents?	1	2	3	4	5
..all work and no play for the community?	1	2	3	4	5
..delinquent activity in the community increasing during the Festival?	1	2	3	4	5
..opportunities for Cloverdale residents to experience new activities?	1	2	3	4	5
..an influx of Festival visitors reducing the amount of privacy within the community?	1	2	3	4	5
..the Festival acting as a showcase for new ideas?	1	2	3	4	5
..some people and/or groups in the community receiving more of the benefits of the Festival than other people and/or groups?	1	2	3	4	5
..a contribution to my personal health and well-being?	1	2	3	4	5
..some people and/or groups in the community experiencing more of the problems associated with the Festival than do others?	1	2	3	4	5

C. IMPORTANCE

In this section, a similar set of statements is used as in Section A, but this time we are interested in the degree of **importance** that you attach to each potential social impact (as an example, you may have indicated that a particular impact is likely to occur in part A, while you may indicate that the impact is not particularly important to you in this section). From **"completely unimportant to me"** to **"very important to me"**, please circle the number which best corresponds to your opinion for each statement. As in previous sections, there are no right or wrong answers, we are simply interested in your opinion about each statement.

	COMPLETELY UNIMPORTANT TO ME				VERY IMPORTANT TO ME
The sharing of ideas among community groups is...	1	2	3	4	5
A sense of togetherness within the community is...	1	2	3	4	5
An intrusion into the lives of community residents is...	1	2	3	4	5
Negative competition between the Cloverdale community and neighbouring communities is...	1	2	3	4	5
The community being overcrowded is...	1	2	3	4	5
The overtaxing of available community human resources is...	1	2	3	4	5
Local community recreation facilities being overused is...	1	2	3	4	5
Exposure to a variety of cultural experiences is...	1	2	3	4	5
The Cloverdale community gaining positive recognition is...	1	2	3	4	5
Community groups working together to achieve common goals is...	1	2	3	4	5
The overtaxing of available community financial resources is...	1	2	3	4	5
A decreased sense of community involvement is...	1	2	3	4	5
A disruption in the normal routines of community residents is...	1	2	3	4	5
Community identity being enhanced is...	1	2	3	4	5
Increased disagreement between and among community groups is...	1	2	3	4	5
A celebration of my community is...	1	2	3	4	5
The highlighting negative cultural stereotypes within my community is...	1	2	3	4	5
The sense of failure in the community when expectations are not met is...	1	2	3	4	5
Building leaders within the community is...	1	2	3	4	5
An unequal distribution of power among groups in the community is...	1	2	3	4	5
Friendships being strengthened through participation in the Festival is...	1	2	3	4	5
Enjoying meeting festival performers/workers is...	1	2	3	4	5
Feeling a personal sense of pride and recognition through participating in the Festival is...	1	2	3	4	5

D. IMPORTANCE

Here is another set of statements that are asking you about the degree of importance you attach to the social impacts of the Edmonton Folk Music Festival. From **"completely unimportant to me"** to **"very important to me"**, please circle the number that best describes how you feel. Again, there are no right or wrong answers, we are simply interested in your opinion about each statement.

	COMPLETELY UNIMPORTANT TO ME				VERY IMPORTANT TO ME
A weakening of the identity of the community is...	1	2	3	4	5
The same group of people running the Festival year after year is...	1	2	3	4	5
Vandalism in the community increasing is...	1	2	3	4	5
An ongoing positive cultural impact in the community is...	1	2	3	4	5
Car/bus/truck/RV traffic increasing during the Festival is...	1	2	3	4	5
A sense of community well-being is...	1	2	3	4	5
Pedestrian traffic increasing during the festival is...	1	2	3	4	5
Improving the quality of life within the community is...	1	2	3	4	5
Crime in my community increasing is...	1	2	3	4	5
Local residents who participate in the Festival having the opportunity to learn new things is...	1	2	3	4	5
Ecological damage increasing during the Festival is...	1	2	3	4	5
Showing others why Cloverdale is unique and special is...	1	2	3	4	5
Litter increasing to unacceptable levels is...	1	2	3	4	5
An enhanced image of the community is...	1	2	3	4	5
Noise levels increasing during the festival is...	1	2	3	4	5
Providing the community with an opportunity to discover and develop cultural skills and talents is...	1	2	3	4	5
All work and no play for the community is...	1	2	3	4	5
Delinquent activity in the community increasing is...	1	2	3	4	5
The opportunity for Cloverdale residents to experience new activities is...	1	2	3	4	5
An influx of visitors reducing the amount of privacy within the community is...	1	2	3	4	5
The Festival acting as a showcase for new ideas is...	1	2	3	4	5
Some people and/or groups in the community receiving more of the benefits of the Festival than other people and/or groups is...	1	2	3	4	5
A contribution to my personal health and well-being is...	1	2	3	4	5
Some people and/or groups in the community experiencing more of the problems associated with the Festival than do others is...	1	2	3	4	5

E. GENERAL FEELINGS

1. From **"strongly disagree"** to **"strongly agree"**, please circle the number which best represents your feelings about the following statements.

	STRONGLY DISAGREE				STRONGLY AGREE
If I had to move away from Cloverdale, I would be very sorry to leave.	1	2	3	4	5
My community provides me with opportunities to be with friends and relatives.	1	2	3	4	5
I have sufficient input into community decisions in Cloverdale.	1	2	3	4	5
I am satisfied with the role that the Edmonton Folk Music Festival plays in my community.	1	2	3	4	5
I'd rather live in the community I live now than anywhere else.	1	2	3	4	5
There are opportunities to be involved in civic organizations in my community.	1	2	3	4	5
I have opportunities to become familiar with other residents of Cloverdale.	1	2	3	4	5
I am satisfied with community life in Cloverdale.	1	2	3	4	5

2. Please read the following statement, and mark an **"X"** for each pair of items. Please do not worry or puzzle over individual items. It is your first impressions, the immediate feelings about the items, that we want. On the other hand, please do not be careless, because we want your true impressions.

To me, having the Edmonton Folk Music Festival in the Cloverdale community:

is important	_ _ _ _ _ _ _	is unimportant
is boring	_ _ _ _ _ _ _	is interesting
is relevant	_ _ _ _ _ _ _	is irrelevant
is exciting	_ _ _ _ _ _ _	is unexciting
means nothing to me	_ _ _ _ _ _ _	means a lot to me
is appealing	_ _ _ _ _ _ _	is unappealing
is fascinating	_ _ _ _ _ _ _	is mundane
is worthless	_ _ _ _ _ _ _	is valuable
is involving	_ _ _ _ _ _ _	is uninvolving
is not needed	_ _ _ _ _ _ _	is needed

F. GENERAL FEELINGS

1. Here are a few final questions, which consider the characteristics of the Cloverdale community. Please mark an "X" in the appropriate space for each question.

a) How long have you lived in Cloverdale?

____ less than one year
____ one to two years
____ two to five years
____ five to ten years
____ ten to fifteen years
____ fifteen to twenty years
____ more than twenty years

b) How many blocks do you live from Gallagher Park?

____ less than one block
____ one to two blocks
____ two to three blocks
____ three to four blocks
____ four to five blocks
____ five to six blocks
____ more than six blocks

c) Are you:

____ female
____ male

d) Are you:

____ over 18 years of age
____ under 18 years of age

e) Over the years, how many times have you actually attended the Edmonton Folk Music Festival?

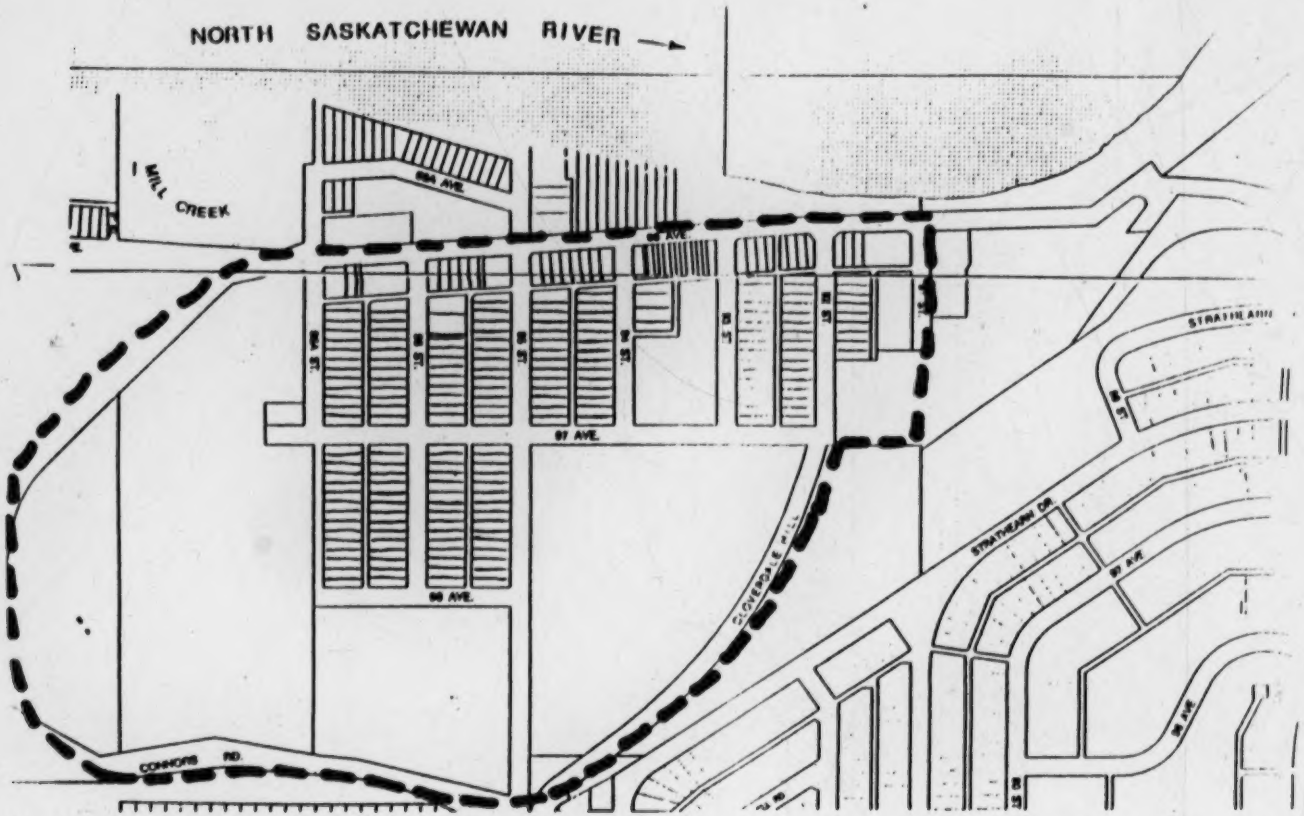
____ never
____ 1 - 2 times
____ 3 - 4 times
____ 5 - 7 times
____ 8 - 10 times
____ more than 10 times

2. Do you have any general comments regarding the social impacts of the Edmonton Folk Music Festival on the Cloverdale community? If you do, please use the space below to write them down.

_____
_____
_____
_____
_____
_____
_____
_____

THANK YOU FOR YOUR TIME AND PATIENCE IN COMPLETING THIS FESTIVAL RESEARCH SURVEY!

APPENDIX E - MAP OF CLOVERDALE COMMUNITY


NORTH SASKATCHEWAN RIVER
MILL CREEK
97 AVE.
99 AVE.
CONNORS RD.
CLOVERDALE
STRATHEARN DR.

CURRICULUM VITAE - THOMAS A. DELAMERE

Curriculum Vitae

Thomas A. Delamere

620 Widgeon Place
Nanaimo, B.C.
V9T 4Y1

EDUCATION:

Candidate, Doctor of Philosophy, University of Alberta, 1992 - present.

Dissertation research will consider scale development for the analysis of the social impacts of festivals and special events, and their effects on local communities. Anticipated completion date: Spring, 1998.

Courses completed include the following:

- Seminar in Social Psychology
- Socio-Psychological Dimensions of Recreation Involvement
- Social Research Applications to Sport and Leisure
- Advanced Univariate Statistics in Educational Research
- Advanced Multivariate Statistical Methods in Educational Research
- Directed Study (Social Impact of Tourism Development)

Master of Recreation, Acadia University, 1990.

Thesis titled "Relationships Between Internal Travel Motivations and External Travel Motivators: The Fall Season Bus Tour in Nova Scotia" made use of canonical correlation analysis to establish interactions between sets of internal travel motivations, external travel motivators (advertised vacation benefits), and the benefits and satisfactions sought by the tourist during the vacation experience.

Courses completed include the following:

- Seminar in Community Leisure Services
- Selected Topics in Recreation Administration
- Integrative Seminar in Leisure Studies
- Leisure, Policy, and Planning Systems
- Selected Topics in Leisure Research
- Research Colloquium
- Recreation Practicum - Directed Study
- Research Methods
- Statistics
- Tourism Planning and Development

Bachelor of Arts in Recreation Administration, University of Alberta, 1984.

Bachelor of Arts (Economics Major), Wilfrid Laurier University, 1982.

SCHOLARSHIPS, FELLOWSHIPS, ASSISTANTSHIPS, AND GRANTS:

1997	Scholarly Activity Travel Grant: Conference Participation, Malaspina University-College.
1996	Mary Louise Imrie Graduate Student Award, Faculty of Graduate Studies and Research, University of Alberta.
1996	Scholarly Activity Travel Grant: Conference Participation, Malaspina University-College.
1995	Tom and Ruth Rivers International Scholarship, World Leisure and Recreation Association.
1994	Scholarly Activity Travel Grant: Conference Participation, Malaspina University-College.
1993 - 1994	Graduate Student Award of Excellence in Teaching, University Teaching Services, University of Alberta.
1992 - 1994	University of Alberta, Graduate Teaching Assistantship.
1992 - 1993	Nominated for "Graduate Student Award of Excellence in Teaching", University of Alberta.
1991 - 1992	Nominated for "Rookie Instructor of the Year", Red Deer College.
1988 - 1990	Acadia University, Graduate Fellowship.

TEACHING EXPERIENCE:

Instructor
Recreation Administration and Tourism Studies, Malaspina University-College, Nanaimo, B.C.
August 1, 1994 - Present
Acting Coordinator, Tourism Studies, January 1, 1997 - August 15, 1997

Responsible for the instruction of university transfer and college courses in Recreation Administration and Tourism Studies, and Coordination of the Tourism Studies program. Addidional responsibilities include student evaluation and counselling, and participation in University-College committees and professional organizations.

ACCOMPLISHMENTS:

Instructed the following courses:

RECR 100:	History and Philosophy of Recreation and Leisure (1994 - present)
RECR 161:	Leadership and Group Communication (1994 - present)
RECR 170:	Introduction to the Canadian Leisure Services Delivery System (1998)
RECR 201:	Preperation for Cooperative Education Employment (1995 - 1997)
RECR 260:	Commercial Recreation (1994 - 1995, 1998)
TOUR 100:	Introduction to Tourism (1994 - present)
TOUR 101:	Tourism and Recreation Marketing (1994 - present)
TOUR 202:	Special Events and Conferences (1995 - present)
TOUR 203:	Preparation for Cooperative Education Placement (1994 - 1997)
TOUR 207:	Special Topics in Tourism (Tour Guiding) (1994 - 1997)
TOUR 252:	Adventure Tourism (1994 - 1995)
TOUR 259:	Tourism and Natural Resources II (1994 - 1995)

Sessional Lecturer and Teaching Assistant
Faculty of Physical Education and Recreation, University of Alberta
September 1, 1992 - July 31, 1994

Responsible for the instruction of university courses in Recreation and Leisure Studies. Additional responsibilities include student evaluation and counselling, and participation in professional organizations and activities.

ACCOMPLISHMENTS:

Instructed the following courses and labs:

RLS 121:	Methods and Materials for Recreation Instructors
RLS 121:	Leadership Lab
PAC 133:	Squash and Racquetball
PAC 334:	Analysis and Instruction of Squash
RLS 320:	Introduction to Philosophies of Leisure
RLS 444:	Issues in Recreation Practice (Senior Seminar)
RLS 450:	Planning Community Events and Festivals

Sessional Instructor
Department of Recreation Administration, Red Deer College
August 1, 1991 - May 31, 1992

Responsible for the instruction of first and second year university transfer courses in Recreation and Leisure Studies. Additional responsibilities included student evaluation and counselling, participation in professional organizations and activities, as well as representing the Department on various College committees.

ACCOMPLISHMENTS:

Instructed the following courses:

RLS 221:	Methods and Materials for Recreation Instructors
RLS 321:	Introduction to the History of Leisure in Western Civilization
RLS 323:	Leisure and Human Behaviour
RLS 324:	The Political Economy of Leisure
RLS 325:	Principles and Processes in Planning for Leisure
HOS 225:	Resort Management

Senior Instructor
Community Recreation Programme, Alberta Vocational College - Lac La Biche
October 1, 1990 - August 31, 1991

Key responsibilities included curriculum development, instruction and student evaluation, arranging and supervising student field placements, and liaison with community groups and a Program Advisory Group. Administrative duties included student attendance, staffing and contracting of additional personnel services, supplies and equipment procurement.

ACCOMPLISHMENTS:

Implemented and instructed the following courses:

- Foundations in Recreation
- Introduction to Community Recreation Programming
- Introduction to Recreation Administration
- Recreation Administration: Managerial Skills
- Recreation Administration: Financial Operations
- Programming: Summer Activities
- Programming: Tournaments and Special Events
- Campground, Resort, and Tourism Operations

Graduate Teaching Assistant
School of Recreation and Physical Education, Acadia University
September 1, 1989 - April 30, 1990

Responsible for the instruction and evaluation of students enrolled in RECR 1020: Recreation Aide, a volunteer work experience programme for first-year recreation students. Additional responsibilities included lecturing in various courses as requested by department professors.

ACCOMPLISHMENTS:

Provided successful volunteer placements for over 40 students, and lectured on the following topics: Voluntarism, Resumes, and Job Preparation Skills. Lectures were also conducted in the following topic areas: Tourist Motivations, Tourism Development, Leadership Styles, Conflict Management and Resolution, and Master Planning.

Instructor
Community Recreation Leadership Programme, Alberta Vocational College - Lesser Slave Lake (Grouard Campus)
September 1, 1986 - August 31, 1987

Responsible for the development, implementation, and instruction of a one-year certificate programme in Community Recreation Leadership. Additional responsibilities included the organization of student fieldwork placements, and liaison with sponsoring agencies.

ACCOMPLISHMENTS:

Developed, implemented, and instructed the following courses:

CRL 101:	Programming
CRL 102:	Facilities for Recreation
CRL 103:	Master Planning
CRL 104:	Recreation Foundations
CRL 105:	Recreation Structures
CRL 106:	Public Relations and Promotions
CRL 107:	Financial Aspects of Recreation
CRL 108:	Communication Skills
CRL 109:	Community Fieldwork Placement
CRL 110:	Physical Activity Skills

RELATED PROFESSIONAL EXPERIENCE:

Research Assistant
Regional Planning Unit
Destination Planning Branch, Alberta Tourism, Edmonton
June 1, 1990 - August 31, 1990
December 1, 1989 - December 31, 1989
May 1, 1989 - August 31, 1989

Responsible for providing project management and research support to departmental staff involved in establishing specific tourism studies and frameworks. This included the identification of study needs, project conceptualization, research and analysis of related literature, drafting terms of reference, and developing study methodologies and survey instrumentation.

Freelance Squash Teaching Professional/Clinician
October 1, 1987 - August 31, 1988

Responsible for leading squash clinics/lessons at various locations in Edmonton and around the Province of Alberta. Sport Outreach Clinics were conducted in Fort McMurray, Peace River, and Rocky Mountain House.

Assistant Supervisor / Head Teaching Professional
Terry Fox Memorial Fitness Centre, City of Mississauga Recreation and Parks Department
September 1, 1984 - August 10, 1986

Responsible for assisting the Fitness Centre Supervisor in the supervision and coordination of all staff required to develop and maintain a diversified fitness programme for Centre patrons. Additional duties included tabulation of all quarterly and annual revenue and facility usage statistics, and sole responsibility for squash and racquetball clinics/lessons/tournaments.

Labourer
Parks Division, City of Mississauga Recreation and Parks Department
Summer 1981 - 1984

Attendant / Teaching Professional
Burnhamthorpe Fitness Centre, City of Mississauga Recreation and Parks Department
May 1, 1980 - August 31, 1980
May 1, 1976 - August 31, 1978

Purchasing Assistant / Expediter
Atomic Energy of Canada Limited, Mississauga
May 1, 1979 - August 31, 1979

PRODUCTS OF RESEARCH ACTIVITIES:

BOOKS:

Delamere, Thomas A., and Wright, Alex. "Commercial Recreation Resources." In Singleton, J. and Heywood, L. (eds.) An Introduction to Recreation and Leisure Service Delivery Systems in Canada. Austin, TX: Holt, Rinehart, and Winston, forthcoming.

PAPERS IN REFEREED/REVIEWED PUBLICATIONS:

Delamere, Thomas A., Leonard M. Wankel, and Thomas D. Hinch (1998). "Measuring Resident Attitudes Toward the Social Impact of Community Festivals: Pretesting and Purification of the Scale." Festival Management and Event Tourism. Paper in review.

Delamere, Thomas A. (1998). "Development of a Scale to Measure Resident Attitudes Toward the Social Impact of Community Festivals: Item Generation." Journal of Applied Recreation Research. Accepted for publication.

Delamere, Thomas A. and Wright, Alex (1998). "Relationships Between Internal Travel Motivations and External Travel Motivators: The Fall Season Bus Tour in Nova Scotia." Journal of Applied Recreation Research. Accepted for publication.

Delamere, Thomas A. and Hinch, Thomas D. (1994c). "Community Festivals: Celebration or Sellout?" Recreation Canada. 52(1), 26-29.

Hinch, Thomas D. and Delamere, Thomas A. (1993a). "Native Festivals as Tourism Attractions: A Community Challenge." Journal of Applied Recreation Research. 18(2), 131-142.

PAPERS DELIVERED AT REFEREED PRESENTATIONS:

Delamere, Thomas A., Leonard M.Wankel, and Thomas D. Hinch (1997). "Development of a Scale to Measure Resident Attitudes Toward the Social Impacts of Community Festivals: Pretesting and Purifying the Measure." Paper presented at the Sixth Annual Festivals and Events Research Symposium, International Festivals and Events Association Convention, Montreal, October, 1997.

Delamere, Thomas A. and Hinch, Thomas D. (1996). "Development of a Scale to Measure the Social Impact of Community Festivals: Item Generation." Paper presented at the Eighth Canadian Congress on Leisure Research. Ottawa: Canadian Association of Leisure Studies.

Rollins, Rick and Delamere, Tom (1996). "The Good, the Bad, and the Ugly: Measurement of Tourism Impacts." Paper presented at the Eighth Canadian Congress on Leisure Research. Ottawa: Canadian Association of Leisure Studies.

Delamere, Thomas A. and Hinch, Thomas D. (1994a). "Community Festivals: Understanding Resident Perspectives and Priorities." Poster session presented at the Quality Management in Urban Tourism Conference, Victoria, November 1994.

Delamere, Thomas A. and Hinch, Thomas D. (1994b). "Community Perceptions of the Social Impact of Festivals." Poster session presented at the National Recreation and Parks Association Annual Research Symposium, Minneapolis, October 1994.

Delamere, Thomas A. (1993a). "Community Festivals: Asset or Liability." Paper presented at the Alberta Recreation and Parks Association Annual Conference, Banff, October, 1993.

Delamere, Thomas A. (1993b). "Social Impact of Community Festivals" Actividay. (Poster Session). University of Alberta Faculty of Physical Education and Recreation, March 1993.

Hinch, Thomas D. and Delamere, Thomas A. (1993). "Native Festivals as Tourism Attractions: Community Celebration or Community Sellout." Paper presented at the Seventh Canadian Congress on Leisure Research. Winnipeg, May 1993.

Delamere, Thomas A. (1991). "Relationships Between Internal Travel Motivations and External Travel Motivators: The Fall Season Bus Tour in Nova Scotia." Paper presented as part of the Research Symposium at the Canadian Parks and Recreation Association Annual Conference, Regina, August 1991.

Delamere, Thomas A. (1989). "Motivations or Motivators: Are Travel Marketers Missing the Point?" Paper presented at the Recreation Resource Centre of Nova Scotia Research Symposium, Recreation Association of Nova Scotia Annual Conference, Halifax, November, 1989.

Markham, Susan E. and Delamere, Thomas A. (1988). "Policy Making in Municipal Recreation Service Delivery." Paper presented at the Recreation Resource Centre of Nova Scotia Research Symposium, Recreation Association of Nova Scotia Annual Conference, Truro, November, 1988.

Delamere, Thomas A. (1988). "Teaching the Teacher: The School Squash Programme." Presentation at the Canadian Association of Health, Physical Education, and Recreation Annual Conference, Edmonton, 1988.

OTHER EVIDENCE OF SCHOLARLY ACHIEVEMENT:

Delamere, Thomas A. (1997). "Development of a Scale to Measure the Social Impact of Community Festivals." Guest Lecture given to the RLS 444 - Senior Seminar class, University of Alberta, April 8, 1997.

Anonymous review of a textbook introducing readers to the Canadian travel and tourism industry (1997).

PROFESSIONAL AND VOLUNTEER ORGANIZATION INVOLVEMENT:

Malaspina University-College
- Recreation Administration and Tourism Studies Department Committee (1994/95-present)
- Degree Development Research Committee (1994/95-present)

University of Alberta
- Department Council, Physical Education and Sport Studies (1993/94)
- Physical Education and Recreation Graduate Students' Society, Secretary (1993/94)

Red Deer College
- Programme Advisory Committee (1991/92, 1993/94)
- Education Sub-Committee (1991/92)

World Leisure and Recreation Association - General Member
- Education Committee

Canadian Parks and Recreation Association - General Member

Squash Alberta
- Chairman - Coaching Committee (1988)
- Director - Northern Region (1987)

High Prairie (Alberta) Regional Recreation Board
- Board Member (1986/87)
- Programme and Promotions Committee
- Regional Agreement Study Committee

Sport Administration, Management, and Officiating
- Course Conductor, Level I Technical Squash Coaching Programme (1987)
- Completed Level III Technical Squash Coaching and Level III Coaching Theory Courses (1985, 1988)
- Level I Racquetball Coach (1985)
- Registered Fitness Appraiser (1985)
- University intramural athletic administrator and participant (1978 - 1984, 1988 -1990, 1992 - 1994)
- Men's Varsity Squash Team, Wilfrid Laurier University (1978 - 1982)

Malaspina University-College Stage Band (1994-present)

Red Deer College Small Big Band (1991/92)

Acadia University Jazz Ensemble (1989/90)